Discount Store News®

9th Annual

Product Movement Audit

The ninth annual Product Movement Audit is a detailed guide to the largest dollar-volume products in six major hard lines departments for calendar 1982.

Once again, the Product Movement Audit goes beyond compiling a record of sales. Distributors supplying the data also share their insights into new merchandising trends for 1983, including the specific classifications and items expected to generate significant volume this year and appear on future best-seller lists.

A sampler of the merchandise that distributors and their discount store customers are bullish about for 1983 includes: telephones in consumer electronics; big-ticket lawn and garden supplies; inversion exercise systems in sporting goods, and cutlery, as housewares buyers make a major effort to increase market share in a category traditionally "owned" by department stores.

The sales data on the following pages was provided by distributors from coast to coast. It offers discounters an opportunity to check their own 1982 best-sellers against those of other chains, in and out of their trading area.

Listed below are top items, based on dollar volume, which reflect orders from individual distributors.

HOUSEWARES

Corelle
pyrex

Top Sellers

Corning Crll 16-pc st, gld: 18,152 units/$596,112
Nordic Ware Mcr-G-Rund: 5,343 units/$269,233
Proctor-Slx 10-cp drp cffmkr: 10,631 units/$230,693

SPORTING GOODS

Top Sellers

Remingtn 12-ga auto-shtgn: 4,900 units/$1,955,100
Marlin center fire rifle: 2,460 units/$516,575
Winchester center fire rifle: 2,425 units/$509,226

HARDWARE

AS ADVERTISED
9.99
Lucite Wall Paint
Interior
Exterior

Top Sellers

Lucite 50C gal whte hs trm: 30,051 units/$438,771
12/2 NM Rmx w/grd: 11,503 units/$365,322
ST5 40 NSRT 40 gl gs htr 5Y: 1,745 units/$252,298

H&BA

HEALTH & BEAUTY AIDS
SUPER SPECIALS
records tapes
Crest

Top Sellers

Listerine Antiseptic 32 oz: 155,712 units/$540,321
Scope Mouthwash 40 oz: 109,500 units/$474,135
Atra Cartridges 10's: 106,932 units/$436,283

CE

RECORDS
TEXAS INSTRUMENTS
HOME COMPUTER CENTER

Top Sellers

Atr CX 2600 Vd Cmptr Sysm: 29,128 units/$4,699,808
Atari CX 2646 Pac-Man: 49,653 units/$1,517,554
ITT PC2554 Wall Phone T-Tone: 1,536 units/$82,836

AUTOMOTIVE

automotive

Top Sellers

Armor All protector: 236,718 units/$707,786
DuPont Rain Dance 14 oz: 97,588 units/$701,657
Gumout jet spray 13 oz: 267,470 units/$639,253

SPORTING GOODS

9th Annual PMA

PMA
PRODUCT MOVEMENT AUDIT

Balanced Hard-Soft Mix Vital

By FRANK KATLIN
Executive Vice President, Maurice Sporting Goods

The sporting goods industry in 1982 was a year of marginal growth. With a depressed economy facing many retailers, the sporting goods category showed an increase only where promoted and merchandised using sound economic principles. Retailers who dropped advertising in the category and refused to maintain a necessary level of inventory lost sales and resulting profits. However, those retailers who remained strong in sporting goods and attempted to promote and attract the customer into their stores with new products had a resulting increase over the previous year.

The overall volume in the sporting goods category rose slightly, although in most cases profits remained flat. Many retailers geared their 1982 sporting goods category to soft lines to increase profits. However, they discovered that maintaining a balanced, competitive mix between soft lines and hard lines in sporting goods is a must in creating customer appeal.

The Background

The sporting goods customer still predominantly seeks general athletic, camping equipment, exercise and—most importantly—fishing and hunting equipment. The retailer who provided the important balance increased his market share in sporting goods in 1982. The emphasis for 1983 seems heading in the direction of fishing and camping as key consumer demand areas. The male customer is still the primary target of the sporting goods department.

A review of best-selling items in 1982 would lead off with package combinations in the fishing department. The Zebco 1545 and Daiwa MC238S were the leading packaged kits, according to our retailer survey. Both kits did exceptionally well on promotions throughout the year with very strong Christmas sales. Premounted combinations, both packaged and unpackaged, remain the lead item of most fishing tackle departments.

In the area of fishing rods, South Bend, Daiwa, and Fenwick were the leading sellers. The Kwik Stix Graphite Rod sold exceptionally well as the demand for graphite rods continued to grow, especially in the South.

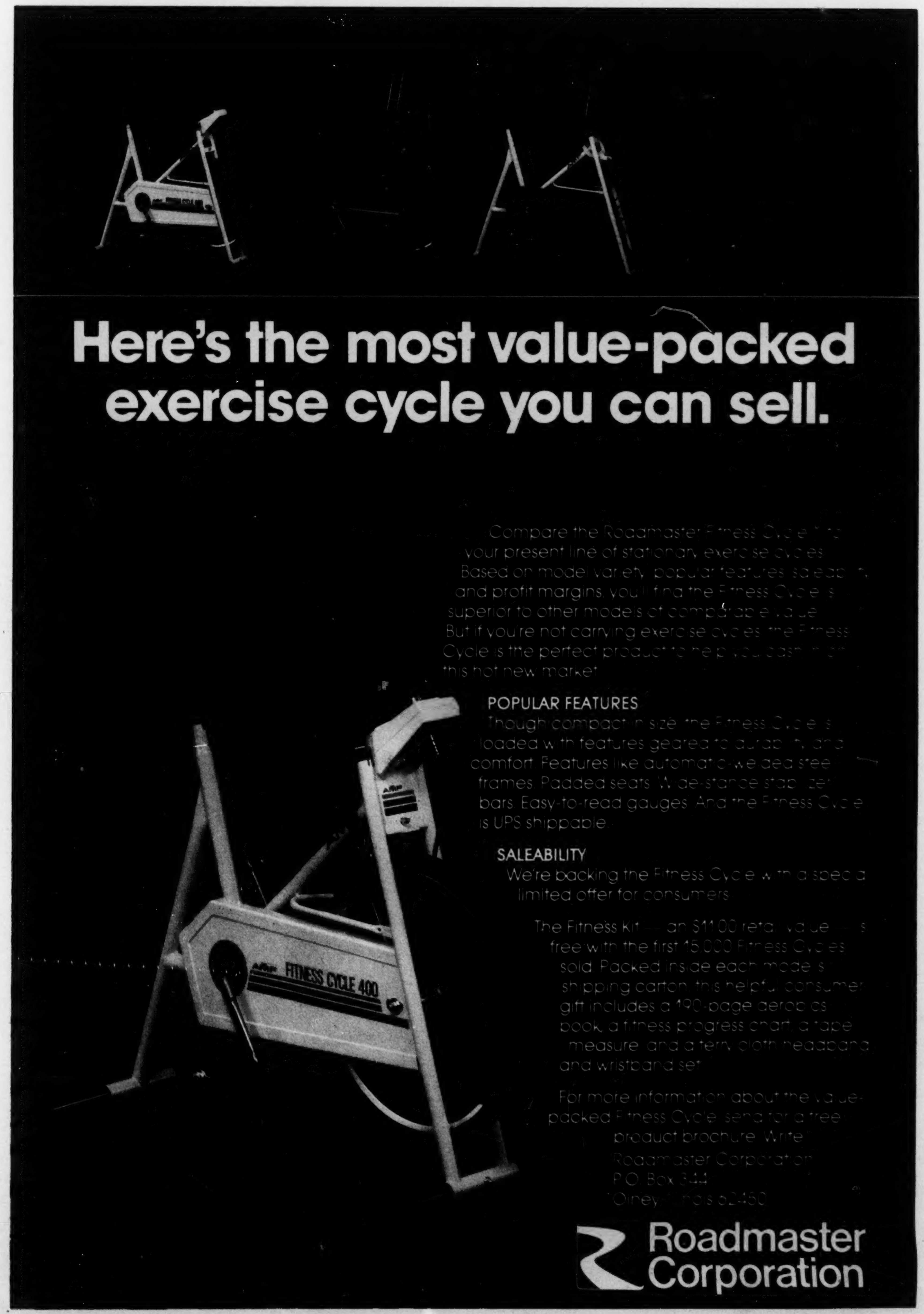
Camping sales increased in 1982 with the consumer travel

(Continued on page 12)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	FISHING			
1	Zebco Poly S.C. Kit-1545	33,000	14.99	494,670
2	Daiwa ultra lights spincase kit-MC238	18,460	25.99	479,775
3	Zebco 202 w/superior rod-2-2/245	67,280	6.98	469,614
4	Kwik Stix graphite rod-1430	17,920	22.99	411,981
5	Zebco Poly S.C. kit-1245	37,480	10.99	411,905
6	Ryobi SX2 w/kwik-stix 1620-sx2/1620	14,300	26.98	385,841
7	So. Bend Poly S.C. kit-C130/0113	26,340	12.99	342,157
8	Mepps lure kits	18,340	12.99	238,237
9	Shimano casting real-BM10SG	5,430	39.99	217,146
10	Fenwick Eagle graphite rod	4,800	37.99	183,000
	ATHLETIC GOODS			
1	Igloo playmate-2371	8,600	11.99	103,114
2	Gott tote 12 cooler	6,600	14.99	98,934
3	Bear Whitehall hunter bow-4510	780	119.99	93,592
4	World class camo rain suit	3,200	19.99	63,968
5	Camo hunting stool-FS6	4,240	13.99	59,318
6	EZ Mount gun rack-100	8,400	6.99	58,716
7	Outers gun cleaning kits	6,300	6.99	44,037
8	Tonka toaster	6,200	6.99	43,338
9	Penn tennis balls	14,200	2.79	39,618
10	Wilson tote bag	1,900	16.99	32,281
	FIREARMS			
1	Remington #1100 12ga auto-shotgun 5336	4,900	399.99	1,955,100
2	Marlin #336 Lever action center fire rifle 336-10	2,460	209.99	516,575
3	Winchester #94 lever action ctr. fire rifle G9412	2,425	209.99	509,226
4	Remington #870 12ga pump action shtgn 6934	1,480	315.99	467,665
5	Ruger #10/22 22cal auto carbine 10/22RB	3,200	109.00	351,968
6	Marlin #60 22cal rifle w/scope 60S	1,420	88.99	126,366

Source: Maurice Sporting Goods, for calendar 1982. Maurice distributes to 31,000 stores in 36 states, 72% of which are discount stores.

Caldor, Framingham, Mass., uses a combination of pegs and baskets to merchandise a wide assortment of backpacks for camping and hiking. *(DSN photo)*



Here's the most value-packed exercise cycle you can sell.

Compare the Roadmaster Fitness Cycle to your present line of stationary exercise cycles. Based on model variety, popular features, saleability, and profit margins, you'll find the Fitness Cycle is superior to other models of comparable value. But if you're not carrying exercise cycles, the Fitness Cycle is the perfect product to help you cash in on this hot new market.

POPULAR FEATURES
Though compact in size, the Fitness Cycle is loaded with features geared to durability and comfort. Features like automatic-welded steel frames. Padded seats. Wide-stance stabilizer bars. Easy-to-read gauges. And the Fitness Cycle is UPS shippable.

SALEABILITY
We're backing the Fitness Cycle with a special limited offer for consumers.

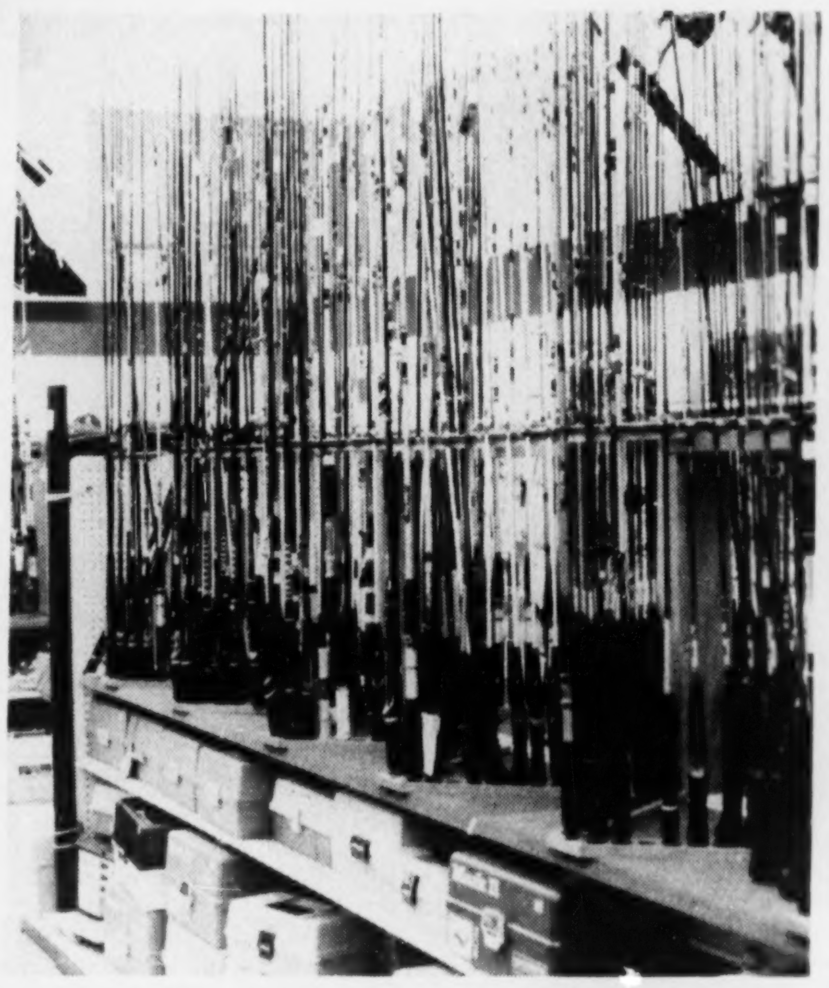
The Fitness Kit — an $11.00 retail value — is free with the first 15,000 Fitness Cycles sold. Packed inside each model's shipping carton, this helpful consumer gift includes a 190-page aerobics book, a fitness progress chart, a tape measure, and a terry cloth headband and wristband set.

For more information about the value-packed Fitness Cycle, send for a free product brochure. Write:

Roadmaster Corporation
P.O. Box 344
Olney, Illinois 62450

Roadmaster Corporation

SPORTING GOODS



Discount Stores Tackle Display Of Tackle

Van Leunen's, Fairfield, Ohio (left), and Venture, Chicago (right), stock an extensive assortment of fishing gear. At Venture the side of an entire gondola is used to display the tackle box selection with the other side of the gondola and the facing side used to display fishing rods. At Van Leunen's, however, two gondola sides are split in half with fishing rods displayed at eye level and tackle boxes shelved below. *(DSN photos)*

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PRODUCT MOVEMENT AUDIT

Hard-Soft

(Continued from page 11)

budget reduced due to the economy. Cooler sales remained strong with the Igloo Playmate and Gott Tote as the leading sellers.

Physical fitness, although reaching a peak in 1982, had several very strong items. The Diversified Product weight bench machine was a strong promotional item at Christmas. These were just a few of the leading sellers for 1982.

For 1983, several key items stand out as potentially strong sellers. The Plano 6303 tackle box should outsell all competition in the category and be a key promotional item. In fishing reels, the new Shimano BMP250-SG is the bait-casting reel outselling all competitors. In fishing rods, the South Bend Black Beauty series will be the leading rod series in the country, being sold individually as well as in combinations. In terminal tackle, the new South Bend program will be highlighted in most mass merchants' tackle departments. The program is profitable and packaged with the mass retailers' needs in mind.

In exercise, the inversion system looks as the leading seller for the 1983 season. Universal Trampoline manufactures the best-selling inversion system. A final top seller will be the Crosman pellet gun, which has become increasingly popular.

The above are a few previewed items which early trends indicate will be headed for the best-seller list in 1983.

Bruce Dayton Leaving Board

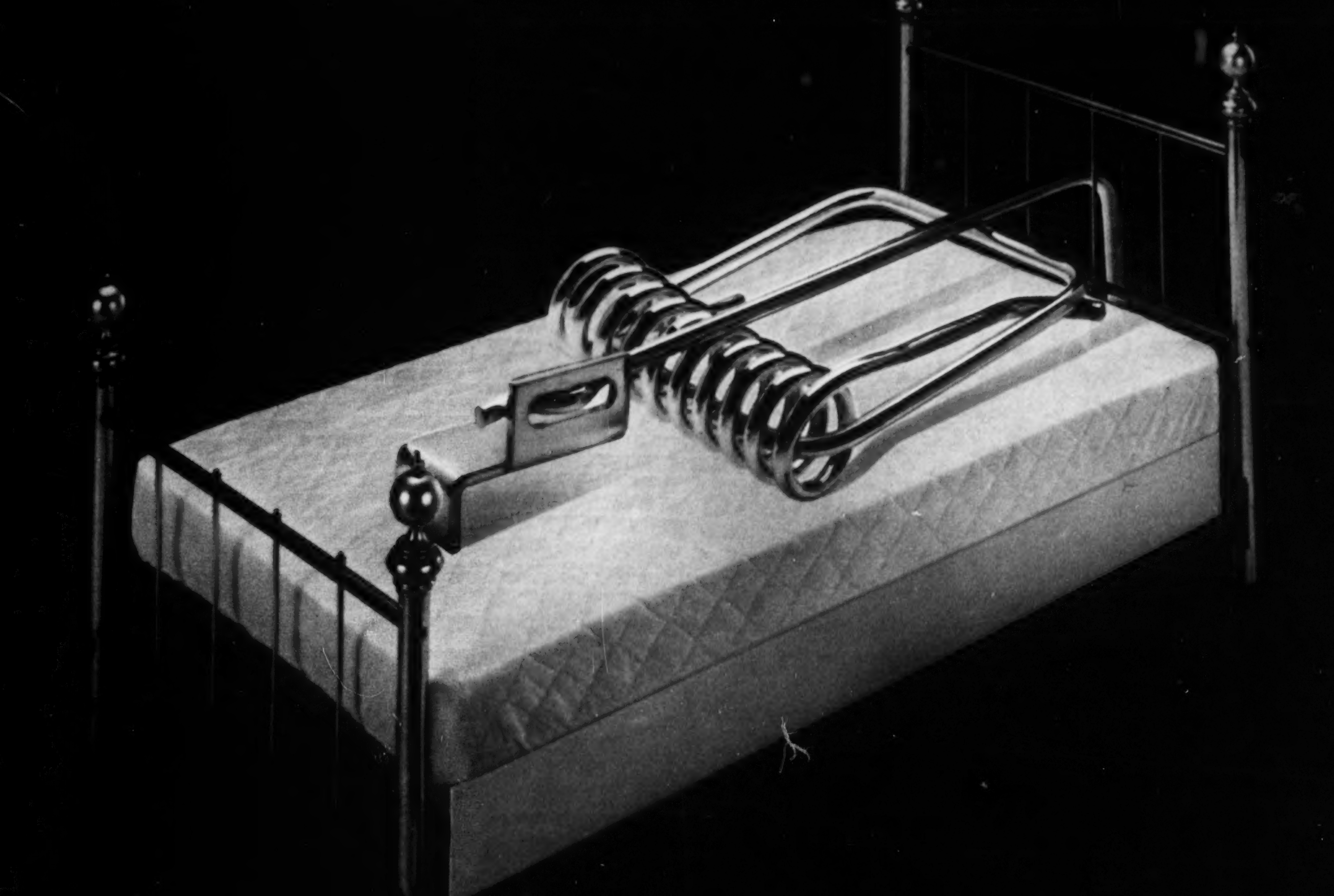
MINNEAPOLIS—Bruce B. Dayton, the former chairman of Dayton Hudson during its national expansion, will retire from the company's board of directors during next month's annual meeting.

Paul N. Ylvisaker, former dean of Harvard University's Graduate School of Education, will also step down after completing the maximum period of service for an outside director.

Dayton joined the company in 1940, serving as president during 1965-69 and chairman during 1969-74. During that time the firm became publicly held and increased its revenues more than tenfold.

Nominated to replace them are Robert A. Burnett, president and ceo of Meredith Corp., owner of *Better Homes and Gardens* magazine, and E. Peter Gillette Jr., vice chairman of Northwest Bankcorporation and chairman of Northwestern National Bank of Minneapolis.

TRAP MORE TRAFFIC.



Attracting more traffic without nibbling away at your margins.

With Evolution fabric mattress pads, it's a snap.

Use the proven power of low price and high quality. For years, Evolution fabric pads have led the way in volume-building bedding promotions. Evolution fabric pads have consistently kept the quality high and the price low, offering tremendous opportunities for opening-price-point promotions.

Stylish quilted-all-around or conventional, Evolution fabric pads deliver consumer-pleasing high quality. They're soft, moisture and stain resistant. They're comfortably breathable, remarkably durable, non-linting and non-allergenic. And they launder brilliant white without woven-fabric shrinkage.

You can't miss attracting more traffic with the low price and high quality of Evolution fabric mattress pads.

Get set. Contact your mattress pad supplier or Kimberly-Clark Corporation, 1400 Holcomb Bridge Road, Roswell, GA 30076.

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Discount Store News

CLASSIFIED ADS

HOUSEWARES

9th Annual PMA

PMA®

PRODUCT MOVEMENT AUDIT

Microwave Cookware Gets Hotter

By HOWARD BOBROFF
President,
Stem-Nickman Distributing

Optimism for healthy sales in housewares is growing commensurate with the opening up of the economy.

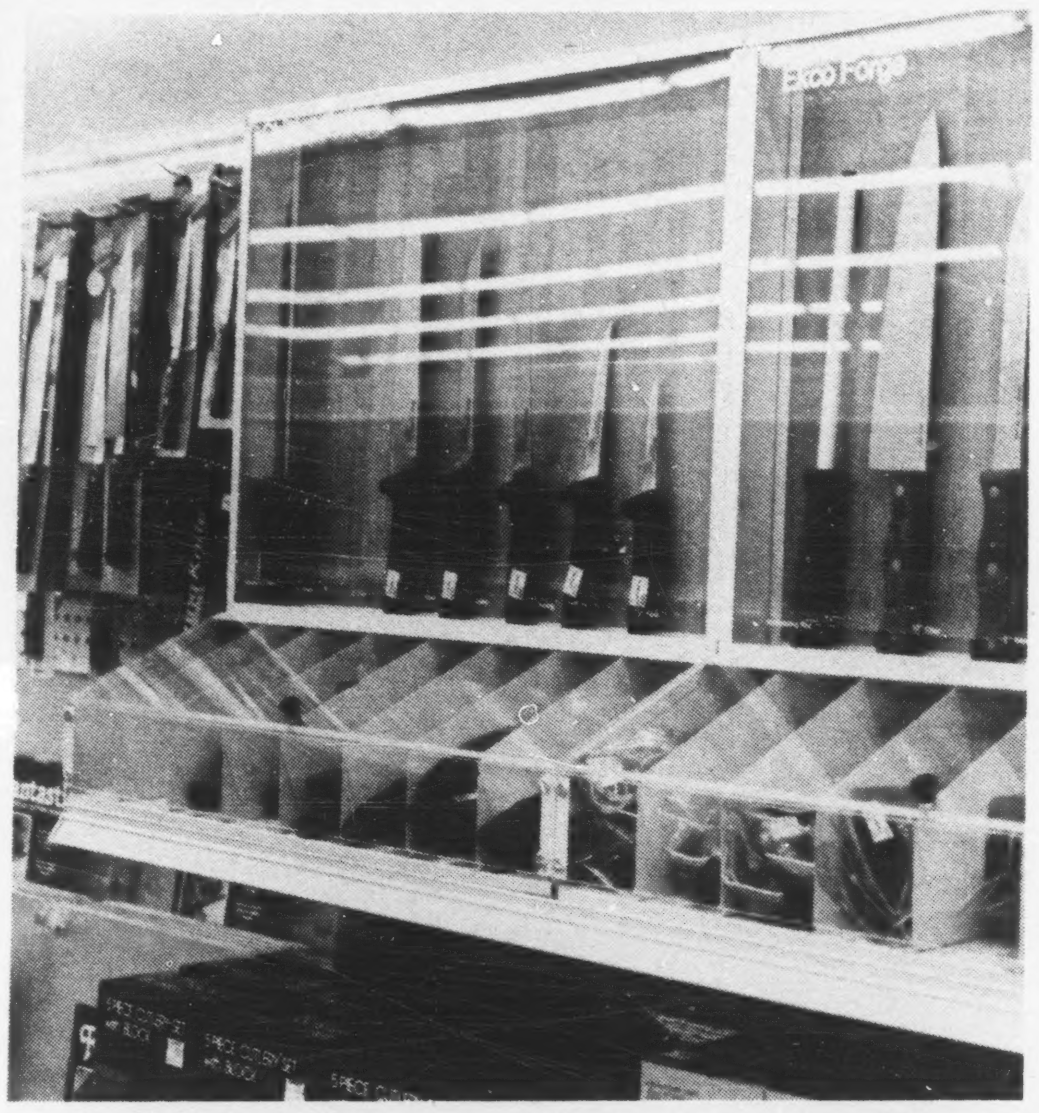
A significant part of the discounters' strategy for gaining their share of sales increases will be an ongoing careful review of inventory stocked—by manufacturer and product line. Constant adjustments will be made, not to pare down total inventories, but to pare down, and out, slow movers. The object of the weeding-out process will be to free space and dollars for a shift into heavier inventory levels of the best-selling product lines, items and fashion looks.

This kind of inventory maneuvering may smack of basic, we-do-it-all-the-time merchandising, but, in reality, it does represent a subtle shift away from assuming a major housewares manufacturers line will be stocked across-the-board.

Each manufacturer's line will be approached with greater selectivity; buyers will be more open-minded to new resources and products.

A growth area in the Midwest stores is microwave cookware.

(Continued on page 17)



Cutlery will be getting more attention from discounters in 1983. Target's new San Diego stores display the Chicago Cutlery and Ekco Forge lines in a showcase with stock in bins below. *(DSN photo)*

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		CORELLE DINNERWARE			
1	11	1604-N 16-pc set, Butterfly gold	8,260	25.40	209,804.00
2	7	16-1-N 16-pc set, Spring bl green	6,802	25.45	173,110.90
3	9	16-6-N 16-pc set, Woodland	5,898	25.38	149,691.24
4	—	16-NN 16-pc set, Winter Frost white	4,503	25.58	115,186.74
5	3	3216-32 16-pc set, Cinnamon	1,513	34.12	51,623.56
6	—	3216-34 16-pc set, Slate	1,364	33.63	45,871.32
7	12	16-5-N 16-pc set, Old Town blue	1,787	24.89	44,478.43
8	10	3216-33 16-pc set, almond	1,199	33.40	40,046.60
9	—	3255-32 Dimension 35-pc st, Cnmn	377	65.51	24,697.27
10	—	3216-31 16-pc set Citrus	637	35.67	22,721.79
11	—	35-6N 35-pc set Woodland	444	50.96	22,626.24
12	—	4020-71 Tradition 20-pc Harvest	515	38.77	19,966.55
13	—	3235-33 Dimension 35-pc set almond	277	65.27	18,079.79
14	—	4020-8 Tradition 20-pc set Spice	460	38.86	17,875.60
15	—	35-4N 35-pc set Butterfly gold	345	51.52	17,774.40
		GLASSWARE			
1	—	Anchor 992 candle stacks	117,474	1.72	202,055.28
2	—	Libbey 81227 crystal Chat-stem 24 pc	2,153	1.26	27,127.80
3	—	Libbey 82482 Chivalry 24-pc set	1,590	13.64	21,687.60
4	3	Anchor N3600/795 Westwood set gold	1,966	9.28	18,244.48
5	4	Anchor 3600/794 Westwood set crystal	1,810	9.28	16,796.80
6	—	Anchor 4512CV beverage 4-pk Wxfrd	3,192	5.25	16,758.00
7	—	Libbey 8472 Cit Grande 12-pc wine	1,376	11.84	16,291.84
8	—	Anchor 1500/8 26-pc punch set	2,002	8.13	16,276.26
9	—	Libbey 82430K Cnty grdn gld 24-pc st	30,434	0.53	16,130.02
10	8	Libbey 97012 milk bottle	999	15.99	15,974.01
11	9	Libbey 4-PK-8466 wine 6½-oz Citation	2,663	4.73	12,595.90
12	13	Libbey 4PK-8456 goblet 10-oz Citation	2,628	4.74	12,456.72
13	11	Libbey 4PK-8469 wine/round Citation	2,303	4.73	10,893.19
14	—	Anchor 4523 butter & cover Wexford	6,900	1.37	9,453.00
15	—	Anchor 4553E sugar & cover Wexford	7,571	1.24	9,388.04

(Continued on page 17)

Discounters Boost Network-TV Bucks

NEW YORK—Discounters' investments in network television advertising swelled 175% in 1982, according to the Television Bureau of Advertising (TvB).

Expenditures of over $32.4 million by discount chains reflected the largest hike in network ad spending of any retail group broken out in TvB's Advertisers Broadcast Advertisers Report.

Overall, monies placed in network ads increased by 11.4% last year, according to the report. Among retailers, auto supply and accessory stores showed the second greatest jump with a 143% increase.

K mart, Jordache Drop Mutual Suits

TROY, Mich.—K mart and Jordache have agreed to dismiss their mutual suits.

Jordache had contended K mart was selling counterfeit jeans, and K mart countered with an antitrust suit against Jordache.

The stipulation of dismissals was filed in Federal Court in Los Angeles. In it, each party "releases forever" any allegations formerly made in the litigation.

NOW OUR FLANNELETTE SHEETS ARE 60% COTTON. AND 100% PLEASURE.

Only Bibb has the Cotton Natural Blend Seal.

Now Bibb flannelette sheets are a 60/40 blend. More cotton means they're naturally softer and warmer than ever. And they're just as easy-care.

Before you plan your fall/winter programs, see our whole new flannelette collection of solids and prints. Ask about the complete Cotton Comfort collection, too. Call 212/354-6300.

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(212) 354-6300

HOUSEWARES

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PMA
PRODUCT MOVEMENT AUDIT

Microwave

(Continued from page 15)

Strong sales results in this now staple category tend to bear out the industry's estimate that consumers spend 50% as much on microwave cookware as they do on the initial purchase of a microwave oven; i.e., if $400 is spent for an oven, $200 will be spent for microwave cookware.

The Product Movement Audit for calendar 1982 showed the strongest microwave lineup was from Corning, closely followed by Anchor Hocking.

Nine of the top 15 sellers in the microwave category were from Corning, but many of the strongest items listed in the Corning category—such as the French White merchandise—are also purchased from microwave oven use.

We're also bullish on two new entries suitable for the microwave oven for 1983 selling—from Rubbermaid and Wear-Ever.

(Continued on page 18)

Relief For Chains: Appeals Court Kills Cash/Meal Option

WASHINGTON—K mart and other top industry chains sweating out those new Internal Revenue Service employee tip reporting requirements appear to be in for some relief from a different quarter.

Although the tax service still hasn't ruled on proposals from discount industry lobbyists to exempt in-store snack bars and lunch counters from the costly new tip reporting rules, a Federal appeals court in Atlanta struck down a separate Labor Department enforcement policy that threatened many of those same retail chain food-service operations with mega-buck back-pay judgments.

That ruling affects the legality of employer "meal credit" deductions to waitresses and other minimum wage workers who receive part of their wages in the form of company-provided meals.

Although the Fair Labor Standards Act allows employers to deduct a credit from employee wages covering the "reasonable cost" of furnishing meals to these workers, three years ago Labor Department wage-hour regulators issued a new no-warning interpretation of the law disallowing these meal deductions unless employees are given a "continuous" option to demand cash instead of meals.

Worse yet, Labor applied the interpretation retroactively, leaving many chains with in-store feeding facilities facing massive back-pay awards.

Late last month, however, the Federal Court of Appeals overturned those wage-hour regulations, ruling Congress never intended to give employees the option of demanding cash wages in lieu of meals.

COOKWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Columbia 6605 juicer 18-qt	580	103.92	60,273.60
2	—	Foley 1702-79 SilverStone bake rack	1,629	31.07	50,613.03
3	—	Columbia 0707 canner 7 jar 22 qt	2,949	11.52	33,972.48
4	—	Columbia 0509 oval roaster 18 lb	4,002	7.81	31,255.62
5	—	Foley 297-79 pol 7-pc silver set	1,114	27.79	30,958.06
6	—	Foley 489-79 cook/biscuit/silver	4,890	6.02	29,437.80
7	12	Ekco 64330/M433 ck pn obl Bkr's Scrt	7,384	2.90	21,413.60
8	10	Wear-Ever 46030 10" saute pan	1,958	10.47	20,500.26
9	—	Foley 480-79 bread & loaf pan silver	5,838	3.46	20,199.48
10	—	Columbia 0506 oval roaster 7 lb	4,511	4.40	19,848.40
11	—	Columbia 0508 oval roaster 12 lb	2,540	7.70	19,558.00
12	7	Ekco 64110/M411 ck sht Bkr's Scrt	5,729	3.23	18,504.67
13	—	Foley 484-79 12-cup muffin silver	5,328	3.37	17,955.36
14	—	Wear-Ever 46014 square griddle	1,586	11.24	17,826.64
15	3	Wear-Ever 56027 Preferred 7-pc set	490	36.16	17,718.40

CORNING

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	P-1420-8 Counter saver Spice	2,325	21.31	49,545.75
2	4	P-1420 Counter saver white	2,156	19.54	42,128.24
3	5	P-1420-7 Counter saver Wildflower	1,937	21.41	41,471.17
4	—	F 260 French white 3-pc set	1,284	17.37	22,303.08
5	14	A-300-8 Kitchen Starter set	706	31.42	22,182.52
6	1	F-330 Collection set 3-pc Frnch Whi	702	29.29	20,561.58
7	—	P-100-8 Menuette set Spice	851	22.55	19,190.05
8	—	A-300-7 Kitchen Starter set	580	31.01	17,985.80
9	—	A-300 Kitchen Starter set	638	27.68	17,659.84
10	10	P100 Menuette set Cornflower	961	17.61	16,923.21
11	—	F-2 Covered ov cssrl 2½-qt Frnch Whi	1,068	14.98	15,998.64
12	—	P100-7 Menuette set Wildflower	699	22.32	15,601.68
13	—	P104-8 Teapot Spice Of Life	966	14.97	14,461.02
14	—	P240 Grab-A-Meal 2 pc	1,314	11.00	14,454.00
15	8	P-140 Sidekick set 2 pc	1,940	6.79	13,172.60

PYREX

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	115 Hurricandle	22,891	6.22	143,382.02
2	—	2320F Oblong dish/basket	3,584	7.04	25,231.36
3	2	233 Utility dish 3 qt	5,742	4.24	24,346.08
4	—	6230F Covered casserole/basket	3,569	6.45	23,020.05
5	—	3260F 4-qt sv bowl w/basket	1,994	8.33	16,610.02
6	3	440-49-S Bowl set Atmn Hrvst 4 pc	1,053	14.03	14,773.59
7	—	2220F Square cke/basket	2,153	6.33	13,628.49
8	5	480-49-S Casserole Atmn Hrvst 3 pc	908	14.94	13,565.52
9	—	703 Oval casserole 3 qt	1,896	7.08	13,423.68
10	—	232 Utility dish 2 qt	2,963	4.53	13,422.39
11	—	704 Oval baking dish 4 qt	1,770	7.53	13,328.10
12	15	233F Utility dish	2,202	5.82	12,815.64
13	—	480-61-S Casserole set 3-pc Forest	829	15.18	12,584.22
14	—	300-61-S Mixing bowl set 3-pc Forest	1,399	8.76	12,255.24
15	—	702 Oval baking dish 2 qt	2,524	4.83	12,190.92

MICROWAVE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	8	Corning MW-A-10 Cvrd brwng skllt	2,341	17.75	41,552.75
2	1	Anchor PM469/T1 bacon rack	7,952	5.00	39,760.00
3	—	Corning MW-116 set	1,718	22.53	38,706.54
4	2	Corning MW2 browning grill	1,672	22.29	37,268.88
5	—	Corning MC-6 divided dish w/cover	2,547	13.62	34,690.14
6	—	Corning MW-11-S Little Sizzler white	2,521	12.80	32,268.80
7	4	Anchor PM481/T1 Versatility pan 1 qt	4,597	5.00	22,985.00
8	3	Anchor PM444/T1 baking sheet	4,011	4.98	19,974.78
9	5	Anchor PM447/T1 muffin pan	3,645	5.00	18,225.00
10	—	Corning MW-83-W cvrd Mnut brwnr	1,790	9.20	16,468.00
11	9	Anchor PM59/T1 bake ring	2,790	5.00	13,950.00
12	6	Anchor PM79/T1 roast rack	2,752	5.00	13,760.00
13	11	Corning MW 360 set	347	38.84	13,477.48
14	—	Corning MW12-S pizza crisper	578	22.25	12,860.50
15	—	Corning MR-1-BP-S grill ceramic rack	1,357	8.50	11,534.50

(Continued on page 18)

First Alert lights the way again!

In the 1970's we built leadership in the smoke detector category. Now we're building again with

SEE IT AT BOOTH 2644 — NHMA

First® Alert READY-LITE™
RECHARGEABLE LIGHT from PITTWAY®

The most advanced and profitable product in a growing category—with powerful First Alert TV support!

FEATURE COMPARISON
First Alert READY-LITE vs. BRAND "X"

	First Alert	Brand "X"
Operating time (hours per full charge)	2.5-3	1-1.5
Brightness (lumens)		
ON	27	12
Burst	36	28
Adjustable beam direction for hands-free operation	Yes	No
Adjustable beam width	Yes	No
Unobtrusive mounting bracket	Yes	No
Finger grip handle	Yes	No
Retains operating time despite short-time usage	Yes	No

Just introduced last Fall, the First Alert® READY-LITE™ is already a success, and the reasons are obvious.

Comparison with the other brand shows that READY-LITE™ has more features. It offers customers more reasons to buy, and offers you more profit when you sell.

Not only does READY-LITE™ solve the problem with flashlights that fizzle out, fall apart or can't be found when needed; it's brighter and lasts longer per full charge than the competitive brand. And you can adjust the beam width and swivel the head up or down 45° for hands-free use in a variety of positions. Customers like these features!

With expanding network TV coverage this spring, featuring William Conrad commercials, plus radio, full-color action displays, topflight packaging and P.R., the First Alert READY-LITE™ program is rolling into high gear. Big sales and profits lie ahead, so get on the beam with First Alert!

Advertised on TV by
First Alert spokesman
William Conrad

First® Alert by PITTWAY®
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HOUSEWARES

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		BATH SHOP			
1	1	Selfix 443 portable shower	3,846	6.86	26,383.56
2	—	Counselor 86N-95 promo scale brown	2,362	8.02	18,943.24
3	—	Counselor 86N-10 promo scale white	1,921	8.01	15,387.21
4	—	Counselor 410N-90 wick scale brown	942	12.91	12,161.22
5	—	Tamor 9978/144A tub hangers asst	110,442	0.11	12,148.62
6	4	Selfix C441 shampoo spray	7,524	1.57	11,812.68
7	—	Counselor 997N-95 crvn ov scl br	832	13.85	11,523.20
8	—	Counselor 276N-10 handle scale whi	945	11.72	11,075.40
9	2	Gray line 1107 king sz shwr cdy whi	2,670	3.98	10,626.60
10	—	Counselor 410N-10 wick scale	771	12.87	9,922.77
11	5	Ekco 38110/3811 towel bar 18"	4,919	1.99	9,788.81
12	6	Ekco 38890/C3889 toilet tissue holder	4,545	1.90	8,635.50
13	3	Selfix 2110 twin hook	9,203	0.93	8,558.79
14	7	Selfix 2274 towel bar 24"	5,112	1.64	8,383.68
15	—	Counselor 860N-10 prm elctrc scl whi	228	36.36	8,290.08

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		RUBBERMAID			
1	1	2894 Roughneck rfs cntnr choco	4,582	16.94	77,619.08
2	2	2882 Refuse container avocado	2,868	10.47	30,027.96
3	8	2965 Laundry basket almond	4,164	4.21	17,530.44
4	—	2937 Twin turntable sand	4,369	3.58	15,641.02
5	7	2965 Laundry basket chocolate	3,575	4.17	14,907.75
6	—	1904 Spatula	17,423	0.70	12,196.10
7	9	6032 Dish drainer chocolate	2,301	5.24	12,057.24
8	—	2864 Wast basket self closing choc	1,770	6.75	11,947.50
9	—	8365 Ice cube tray set 2 pk	8,244	1.43	11,788.92
10	—	6032 Dish drainer almond	2,244	5.21	11,691.24
11	3	1610 Calico shelf liner green	5,138	2.25	11,560.50
12	4	2865 Ice cube tray/ice blue	14,112	0.81	11,430.72
13	—	2862 Ice cube bin white	5,771	1.98	11,426.58
14	—	2936 5gl Turntable al/sand	5,541	2.06	11,414.46
15	5	2850 Waste basket lift lid choc	1,632	6.85	11,179.20
		PLASTICS			
1	1	Fesco 7200N trash cn 20-gl choc/avoc	3,446	7.62	26,258.52
2	2	Fesco 5207N trash cn 32-gl choc/avoc	2,049	12.43	25,469.07
3	5	Lustro C124C trash can alum color	1,231	11.63	14,316.53
4	—	Lustro L-45 decanter assorted 1 gal	6,596	1.90	12,532.40
5	15	Eagle 6251 food saver oblong 10 oz	5,494	2.07	11,372.58
6	—	Eagle 3428 cake saver 10"	2,394	4.31	10,318.14
7	4	Lustro C124C Rftnr lck cvr grn	1,200	7.77	9,324.00
8	12	Alaba/Am Pro 60028/70403 dust pan	17,415	0.50	8,707.50
9	—	Fesco 1080 octag basket ½-bu yel	2,787	3.11	8,667.57
10	—	Eagle 4470 cold cut saver small	4,461	1.94	8,654.34
11	—	Eagle 5986 jar food saver 72 oz	5,743	1.48	8,499.64
12	7	Lustro P-80 heavy duty pail 11 qt	4,164	1.89	7,869.96
13	8	Fesco 5861 no-hands can choc/alm	1,120	6.94	7,772.80
14	—	Lustro BW60 side by side 60-qt alm	1,679	4.62	7,756.98
15	—	Fesco 3813/8100 10-qt pail choc/avoc	5,341	1.44	7,691.04

(Continued on page 20)

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☐ 3-year membership $30 and you receive a FREE Norman Rockwell print.

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Portable Electronic Typewriters Covered by Dumping Duties

WASHINGTON—U.S. International trade regulators rejected pleas from a group of Japanese typewriter manufacturers, and extended Federal "dumping duties" to imports of new-breed portable "electronic" typewriters.

Three years ago the International Trade Administration imposed special import restrictions on portable electric typewriters (PETs) from Japan after an investigation confirmed that the foreign-made machines were being sold to United States discount chains at prices below their "fair market value."

Late last year, a domestic manufacturer—U.S.-based SCM—urged I.T.A. to impose similar "countervailing duties" on "second generation" electronic portables now being shipped from Japan in increasing quantities and at bargain basement prices.

The new portable electronic models, many of which are retailing at less than $200, are being manufactured by the same Japanese firms and distributed by the same retail chains as the original "electric" typewriters specifically covered by the agency's 1980 "anti-dumping" order, SCM maintained.

In addition, the United States manufacturer argued that "for customs purposes" the terms "electric" and "electronic" are synonymous because both typewriters are intended for the same use and ultimate market.

(Continued on page 20)

PMA®
PRODUCT MOVEMENT AUDIT

Microwave

(Continued from page 17)

The Rubbermaid line, specifically for the microwave, is just landing on customers' shelves, so it's too soon to talk about sales results. But, most buyers are enthused about the volume salability of the merchandise. One reason is that its white, fluted rim styling has already proven itself attractive to consumers.

The Wear-Ever merchandise was, at the outset, considered on the high-priced side by some buyers. In our view, that's a matter of perspective. The Wear-Ever group is higher priced than most bakeware stocked, but it's usable in the microwave oven and not as high a retail as much of the microwave cookware stocked. Additionally, this glass-with-SilverStone group is a unique new housewares offering, not duplicated anywhere else in the department.

Contents of the Mix

Our glassware listing for the first half, like that of many discounters, contains a lot of new listings. Several new beverageware items from Libbey, particularly their small patterns just introduced, have been added.

Libbey forms the backbone of our listing, supplemented by Anchor Hocking, J. G. Durand and Indiana Glass.

This year, as in 1982, we expect boxed glassware sets—18-24 pieces—to be heavily used for promotions with the

(Continued on page 20)

Hills' Donations Increase Most

BUFFALO—Hills Department Stores won the honors for the largest percentage increase in donations to the Children's Hospital here, helping to push the fund-raising drive over the $1 million mark.

Employees from 10 Buffalo area stores and the company contributed a total of $47,840. The workers held special events to raise the money, with the company adding $15,000 to the total.

One of the best-known, best-selling brands in housewares.

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HOUSEWARES

9th Annual PMA

Discounters are bullish on the potential for boxed glass giftware. This display was featured at Danners 3D during the first quarter in the chain's Lebanon, Ind., store. *(DSN photo)*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GADGETS*			
1	Foley 824 strainer 5" wood handle	140,775	1.25	175,968.75
2	Rhodes 29046/WC daisy bell timer	7,291	6.05	44,110.55
3	Swing-A-Way 407-21 can opener prtbl chrome	8,480	3.29	27,899.20
4	Swing-A-Way 107-21 can opener jr prtbl asst	10,037	1.64	16,460.68
5	Gemco 2100 whistler kettle assorted	3,230	4.86	15,697.80
6	American Family 3000 kitchen scale 25 lb	1,277	10.75	13,727.75
7	Foley 101 food mill family	1,416	9.06	12,828.96
8	Foley 157 can tapper	11,745	1.04	12,214.80
9	Foley 124 peeler	9,869	1.05	10,362.45
10	Foley 247 Fold N Pour dust pan	9,719	1.06	10,302.14
11	Foley 128 rolling pin	2,927	3.39	9,922.53
12	Foley 120 pizza cutter	9,060	1.05	9,513.00
13	Spring 103 oven thermometer	5,838	1.62	9,457.56
14	Foley 136 measuring cup	2,206	4.21	9,287.26
15	Spring 1103 Palisades in/out thermometer	1,774	5.21	9,242.54
	CLOSET*			
1	Lee/Row 3x80 skirt hanger set of 3	13,511	1.97	26,616.67
2	Lee/Row 3x50 skirt rack	6,216	3.07	19,083.12
3	Tamor 2280/3/2210/3 plastic suit hanger	12,858	1.34	17,229.72
4	Lee/Row 3x19 skirt & blouse adda hanger	8,376	1.97	16,500.72
5	Corr Pak W 2410/WSB storage chest	10,988	1.41	15,493.08
6	Lee/Row 3x6/3x34 wood trouser hanger	7,895	1.74	13,737.30
7	Lee/Row 3x89 overdoor hanger	6,056	2.18	13,202.08
8	Counselor 997N-11 caravan ov sc al	889	13.93	12,383.77
9	Corr Pak W 2806/WUB underbed chest	8,543	1.41	12,045.63
10	Corr Pak W 2112/WSB 4-drawer chest	1,642	6.79	11,149.18
11	Lee/Row 3x66/3x65 garment rack	945	11.10	10,489.50
12	Lerner 7400 sweater box plastic 16x11x7	2,167	4.09	8,863.03
13	Lee/Row 1567 storage/closet w/bag	365	23.53	8,588.45
14	Lee/Row 3x5 blouse tree 6-tier	3,612	2.37	8,560.44
15	Lee/Row 3x702 set of 1 jaw breaker hanger	11,375	0.69	7,848.75

Source: Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio, for calendar 1982, covering 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.
**Not included in the PMA for calendar 1981.*

PMA®
PRODUCT MOVEMENT AUDIT

Microwave

(Continued from page 18)

tonnage sales coming from retails at around $10. We do, however, see some pickup in volume from sets in the $14-$15 neighborhood.

An area of glassware expected to be good this year is boxed gift items. For the first quarter we're listing 15 items from Indiana Glass: among them, three styles in jars, an egg/relish dish, cake plates and the hen-on-a-nest covered dish.

Plans Aired

For late second-quarter/early third-quarter selling we're planning to bring in five items from Indiana's glass ice cream assortment.

We're suggesting that our customers plan an ad in June or July promoting an ice cream "package" of the Indiana items, the Hamilton Beach drink mixer and an ice cream freezer.

Promising Area

There's a new entry in the household chemicals/cleaning category which looks strong. It's the Spin-fresh from Johnson Wax which will be available this month. The item is an air freshener designed to be used in place of a toilet tissue roller. Not only is the product the first air freshener of its type to hit the market; it also ought to provide a strong promotional item, since it can be tagged at under $1.

Some changes may be forthcoming in the Rubbermaid lineup in future PMA listings. Over the past 60 days the color yellow has picked up in sales and could jump near the top of the charts. Seafoam green, the manufacturer's 1982 color entry, has also been selling well.

Typewriters

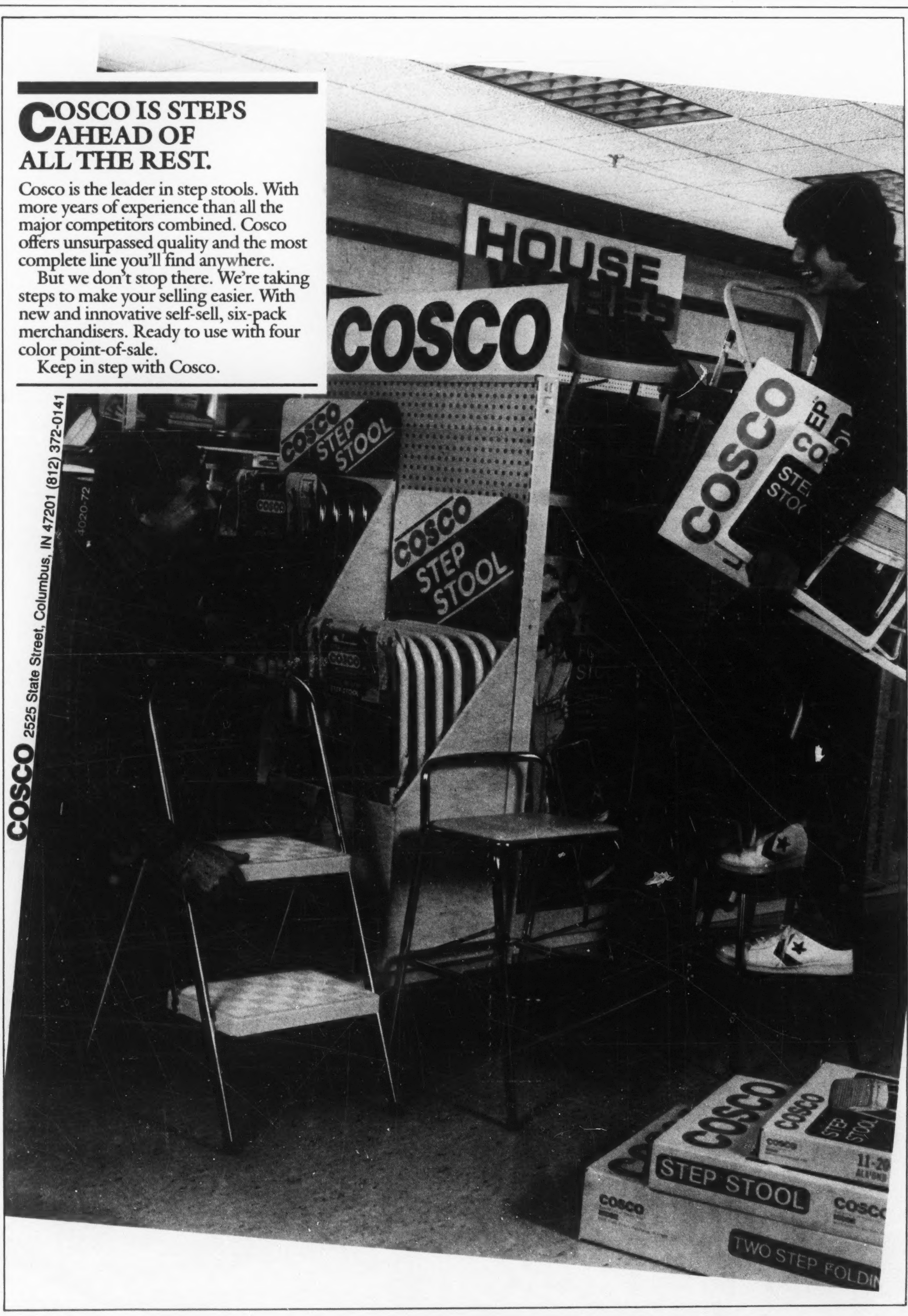
(Continued from page 18)

In contrast, a quartet of Japanese typewriter manufacturers and importers told I.T.A. that the new electronic models "are the product of a different technology" and that they are "radically different" from conventional electric portables in both physical characteristics and operating features.

In addition, representatives from Brother, Olivetti, Silver and Tokyo Juki argued that electronic portables are marketed to a "different category of customer" from those who purchase conventional "PETs."

I.T.A. wouldn't buy those arguments, however. In extending existing import restrictions to include new-generation electronic models, Federal international trade regulators said that "the expectations of the ultimate purchasers" of both types of typewriters are "likely to be the same."

"We cannot limit the scope of an order only to merchandise being manufactured at the time of an initiation of an investigation," I.T.A. ruled.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HOUSEWARES

9th Annual PMA

PMA
PRODUCT MOVEMENT AUDIT

COOKWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	0707 Gn Hswr "Granite" cr w/rck 21 qt	11,131	17.99	200,246.69
2	—	M1697-43 Mirro 7-pc st SlvrStn alm	3,048	62.95	191,871.60
3	—	503240 Nordic bundt + Pllsbry ck mx	12,827	9.89	126,859.03
4	4	2701 Revere ss/cb kettle whistle 3 qt	5,478	18.90	103,534.42
5	—	M0767-43 Mirro 2-pc sk st SlvStn alm	3,437	26.95	92,627.15
6	5	3501 Revere ss/cb kettle whistle 3.5 qt	3,445	25.20	86,814.40
7	7	1121 Revere ss/cb kettle whistle 6 cup	3,724	18.00	67,032.00
8	—	W0786-3 Mirro Wrtmr SlvStn 10" st pn	6,336	9.89	62,663.04
9	—	64100 Ekco Bkrs Scrt md ck sht 15x10"	16,063	3.50	56,220.50
10	—	64110 Ekco Bkrs Scrt lrg ck sht 17x11"	13,198	4.22	55,695.56
11	11	51199 Nordic 12-cup frmd bndt asst	7,122	7.82	55,694.04
12	2	37056 T-Fal 10" fry pan rouge	5,511	9.88	54,448.68
13	3	26030 Wear-Ever Prf SlSt 10" Chf fr pn	4,932	10.79	53,216.28
14	—	1133 Gen Hseware Wgnr tea ktl 2½ qt	1,202	40.49	48,668.98
15	—	0509 Gen Hswr "Granite" ov rst 15-18 lb	3,593	13.50	48,505.50

CORNING

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	F-21 Roaster French White	2,314	24.74	57,248.36
2	3	F-2-S 2½-qt oval casserole/lid whi	2,540	19.34	49,123.60
3	9	A-300-8 Starter set Spice	846	50.39	42,629.94
4	7	F-3 10" pie/quiche white	3,478	11.69	40,657.82
5	—	A-300-7 Kitchen Starter Set WldFlwr	790	50.39	39,808.10
6	6	F-1-S 2½-qt round casserole/lid white	1,995	19.34	38,583.30
7	1	A-500-8N Chef Master set Spice	408	85.49	34,879.92
8	—	P-104-8 6-cup teapot Spice	1,553	20.24	31,432.72
9	—	F-8 Pie plate/quiche French White	3,165	8.99	28,453.35
10	—	P104-7 6-cup teapot WildFlower	1,359	20.24	27,506.16
11	—	A10-8 10½" skillet Spice	1,146	22.49	25,773.54
12	—	A-5-8-S 5-qt sauce pot Spice	839	30.14	25,287.46
13	10	P-1420 Counter Saver large white	1,001	25.19	25,215.19
14	—	A-2-8 2-qt sauce pan Spice	1,208	19.34	23,362.72
15	—	P-43-8 Petite set 2-pc Spice	1,514	14.39	21,786.46

DINNERWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Dimension-IV, 3216-32 16-pc st Cnmn	1,830	44.99	82,331.70
2	—	Dimension-IV, 3216-34 16-pc set Slate	1,459	44.99	65,640.41
3	4	Expressions 2020-12 20-pc st Ind Sm	621	67.49	41,911.29
4	6	Dimension-IV, 3216-33 16-pc st alm	892	44.99	40,131.08
5	5	Expressions 2020-13 20-pc st Mdw	579	67.49	39,076.71
6	2	Expressions 2020-7 20-pc st Wld Flwr	574	67.49	38,739.26
7	7	Dimension-IV, 3216-31 16-pc st Ctrs	837	44.99	37,656.63
8	—	Corelle 16-N 16-pc set white	991	34.19	31,112.90
9	—	Corelle 418 med bowl white	2,627	11.69	30,709.63
10	—	Corelle 110 large plate white	2,356	12.14	28,601.84
11	8	Corelle 16-4 16-pc set gold	794	34.19	27,146.86
12	11	Corelle 16-5 16-pc set blue	788	34.19	26,941.72
13	10	Corelle 1606 16-pc set Woodland	694	34.19	23,727.86
14	9	Corelle 16-1 16-pc set green	641	34.19	21,915.79
15	—	Corelle 108 med plate white	2,022	10.79	21,817.38

GLASSWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Anchor Hocking 190/489 1-gl sn tea jr	20,614	4.14	85,341.96
2	—	Durand 3030988 diamant goblet	33,360	1.80	60,048.00
3	1	Libbey 515 Citation 6½-oz tal wine	7,632	6.93	52,889.76
4	—	Durand 8001356 diamant 9" sld bwl	11,914	4.41	52,540.74
5	—	Durand 8011041 lancer beverage	49,224	0.99	48,731.76
6	—	Durand 3030996 diamant wine	26,446	1.80	47,602.80
7	—	Durand 3030243 12-pc Grnd Nblss st	2,207	19.80	43,698.60
8	—	Durand Rosaline 7200181 16-pc hst st	1,605	22.50	36,112.50
9	—	Durand 8007148 24-pc lancer bev st	1,637	21.60	35,359.20
10	—	Durand 6200661 Rosaline 6-oz wn 4 pk	3,532	9.90	34,966.80
11	—	Durand 8011066 lancer otr	35,244	0.99	34,891.56
12	5	Libbey 519 Citation stem goblet	4,876	6.93	33,790.68
13	—	Durand 6200653 Rosaline 8½-oz gb 4 pc	3,373	9.90	33,392.70
14	2	Libbey 771 7-oz Margarita glass	12,888	2.16	27,838.08
15	9	Libbey 516 Citation 6½-oz rnd wine	3,896	6.93	26,999.28

(Continued on page 28)

Sales Gain; Mix Grows In Bakeware

By JERRY FALK
Executive Vice President,
Bacar Distributors

Weeks of rain haven't dampened retailers' spirits in California. On the contrary, they're approaching the remainder of 1983 with a more optimistic outlook now than they had earlier in the year.

Their optimism isn't false, but based on the business clocked so far. January housewares sales were slow, but business picked up momentum throughout February and March.

At our own show in March, we at Bacar were all very pleasantly surprised by buyers' positive outlook for the balance of the first half and for a strong second half. The activity and strong attendance at our show prompted us to extend it for a week, running it for three weeks instead of the usual two.

There are several basic categories that are shaping up to remain strong but volatile in terms of new product entries and manufacturers entering the field.

Holds Its Own

In SilverStone-coated bakeware, for instance, a clear picture of which merchandise, price points and manufacturers will obtain greater market share has yet to emerge. So far Ekco's Baker's Secret line has more than held its own against the onslaught of several new and low-priced bakeware with SilverStone.

Ekco, still the dominant line in this bakeware category, will

(Continued on page 28)

Zayre Proposes A 2-For-1 Split

FRAMINGHAM, Mass.—Zayre Corp. has proposed a 2-for-1 stock split payable June 29, 1983, to stockholders of record June 8.

The split is subject to shareholder approval at Zayre's annual meeting on June 7. The number of outstanding common shares, as a result of the stock split, would be increased from approximately 8.4 million to 16.8 million.

The company's board of directors also announced its intention to increase the quarterly cash dividend to 15¢ per share, up from 10¢, payable June 2 on shares outstanding before the 2-for-1 split.

This would make the quarterly dividend 7½¢ per share in September following the split.

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WOOD STAINS
CLEAR WOOD FINISH
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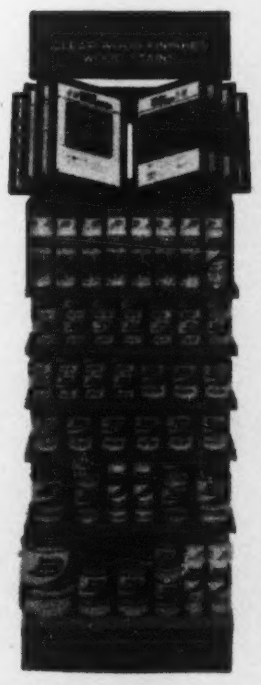


And we do it without wasting valuable shelf space.

"Which finish is best for my wood floors? How much do I need? Can I apply it with a roller?" Deft's new "Space Saver Selection Guide" answers these questions and hundreds like them — so you don't have to. Most important, our Guide makes wood stains and finishes easy and inviting for your customers to buy.

And Deft does it without taking away valuable shelf space. We designed the display so our products fit easily on the shelf under the display. (A design feature that earns significant profit dollars for your store vs. a display that sits on usable shelf space.)

For complete information on Deft's hard-working 16-page, full color wing panel display, contact your Deft representative or write Deft. We'll help you get product off the shelf and profit in your pocket. After all, isn't that what a display is for?

CLEAR WOOD FINISHES
WOOD STAINS

Remove bottom rack and Deft's Selection Guide becomes an informative, easy-to-use counter display.

DEFT
Irvine, CA 92714
Alliance, OH 44601

HOUSEWARES

9th Annual PMA

RUBBERMAID

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	2894-C Roughneck rnd cn 32-gl choc ...	4,663	25.64	119,559.32
2	2	2894-A Roughneck rnd cn 32-gl avoc ...	3,557	25.64	91,201.48
3	3	2965-C Rectangular laundry bskt choc ..	11,408	5.75	65,596.00
4	—	2936-AL Single turntable almond	20,723	2.51	52,014.73
5	7	2311-AL Slide-out drawer 16" alm	4,573	11.06	50,577.38
6	—	2869-8 Ice tray blue shrink pk	50,700	0.98	49,686.00
7	6	2309-AL Slide-out drawer 12" alm	4,551	10.16	46,238.16
8	10	2937-AL Twin turntable almond	10,602	4.31	45,694.62
9	—	2858-C Step-on w/basket chocolate	3,504	12.95	45,376.80
10	3	2965-AL Rectangular lndry bskt alm	7,862	5.75	45,206.50
11	—	1181-AL Drain tray 15x20 almond	9,871	4.31	42,544.01
12	—	6032-AL Deluxe dish draun wire alm	6,761	6.29	42,526.69
13	9	2845-C Small rctnglr wstbskt chc	8,639	4.76	41,121.64
14	—	2302-AL Stor turntable 19x21 almond ...	5,262	7.37	38,780.94
15	—	2846-C Large rect wastebasket choc	6,669	5.75	38,346.75

BATH SHOP

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	1007 Grayline king size shower caddy ..	17,244	5.12	88,289.28
2	—	P203-GT Willert t/bowl fresh deod tree ..	54,504	0.62	33,792.48
3	2	1101 Grayline small shower caddy	6,750	3.14	21,195.00
4	6	C-441 Selfix shampoo spray	9,405	2.15	20,220.75
5	—	3306PM Borg scale wicker natural	688	18.89	12,996.32
6	4	443 Selfix portable wall/hand shower ...	1,309	9.89	12,946.01
7	—	3300PM Borg scale square almond	752	16.19	12,174.88
8	10	2525LM Borg scale oval almond	447	25.19	11,259.93
9	5	3300PM Borg scale square brown	688	16.19	11,138.72
10	—	3306PM Borg scale wicker brown	541	18.89	10,219.49
11	—	7210LM Borg scale rectangular brown ..	433	21.59	9,348.47
12	—	2525LM Borg scale oval brown	358	25.19	9,018.02
13	11	7210LM Borg scale rectangular white ...	400	21.59	8,636.00
14	9	3300PM Borg scale square gold	512	16.19	8,289.28
15	—	9100PM Borg scale electric-digital alm ..	129	62.99	8,125.71

PYREX

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	233 3-qt oblong bake dish	12,475	6.74	84,081.50
2	2	234 4-qt oblong bake dish	9,042	8.81	79,660.02
3	—	2221-FN Party Server	2,916	26.99	78,702.84
4	8	516-5 16-oz liquid measure	15,992	2.96	47,336.32
5	—	5000 Bake 'N' Store set	3,119	14.39	44,882.41
6	3	233-F Fireside 3-qt utility dish	6,162	7.19	44,304.78
7	9	232 2-qt oblong bake dish	7,392	5.75	42,504.00
8	—	508 8-oz liquid measure	18,071	2.33	42,105.43
9	6	2330 3-qt Utility dish w/basket	2,221	16.64	36,957.44
10	—	463-D-S 6-oz custard cup 4 pk	9,126	3.59	32,762.34
11	—	532 32-oz liquid measure	6,888	4.31	29,687.28
12	—	6464-D 2-qt pitcher	2,741	10.25	28,095.25
13	—	222 2-qt square cake dish	6,004	4.67	28,038.68
14	10	440-49-S 4-pc bowl set w/lip Harvest ...	1,500	18.44	27,660.00
15	—	209 9" pie plate	10,146	2.69	27,292.74

MICROWAVE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Nordic Micro-Go-Round 62304	5,343	50.39	269,233.77
2	—	Anchor Hocking PM40012 5-pc set	2,280	32.62	74,373.60
3	3	Nordic 63204 bacon/meat rack	8,846	8.09	71,564.14
4	—	Corning P150-BPS Grab-It	11,466	6.07	69,596.62
5	6	Anchor Hocking PM469T1 bacon rack ..	7,279	8.64	62,890.56
6	2	Corning MW-2 browning grill	2,108	29.24	61,637.92
7	5	Corning MW-A-10 10" cvrd brwng sklt ...	1,567	28.34	44,408.78
8	—	Nordic 61604 large grill sheet	3,486	11.69	40,751.34
9	—	Microette 486 plate cover clear	5,610	6.02	33,772.20
10	—	Corning P140-BP side kick	6,030	4.72	28,461.60
11	—	Corning P-150-S Grab-It set white	2,239	12.59	28,189.01
12	—	Nordic 61104 bundt	3,213	8.09	25,993.17
13	—	Anchor Hckng PM481T1 1-qt pn w/cvr ..	3,224	7.83	25,243.92
14	—	WearEver 80055 meal rack	1,842	13.49	24,848.58
15	—	Anchr Hckng PM400126 3-pc ppr/stmr ..	1,704	14.40	24,537.60

(Continued on page 30)

PMA®

PRODUCT MOVEMENT AUDIT

Sales Gain

(Continued from page 25)

respond to the competition with stronger television advertising support this year.

Uncertainty in this merchandise is leading retailers and distributors to cover more bases and stock a longer than usual product and manufacturer lineup. We at Bacar, in addition to Ekco's nonstick Baker's Secret line, have cast our lot with Mirro for light-weight aluminum with SilverStone.

Still another entry in the bakeware field is SilverStone on steel. We've selected the Bake King by C. M. Products line as part of our assortment, representing the SilverStone-on-steel segment.

Further complicating the bakeware picture is the unique Wear-Ever line, new for 1983, using SilverStone on glass. As the only nonstick product that's also usable in microwave ovens, the line ought to have considerable customer appeal, particularly on the West Coast where microwave cooking has really taken off.

Still, buyers' reactions to the Wear-Ever line have been mixed. Convinced of the salability of the concept, they're still hesitant about plunging in with heavy inventory levels because the line would mean mov-

(Continued on page 30)

Murphy's Lytle AGMC Chmn.

WASHINGTON—G. C. Murphy Company president C. H. Lytle is the new chairman of the Association of General Merchandise Chains (AGMC).

Lytle and two other discount chain executives were made officers at the recent 50th annual AGMC meeting. Max S. Danner, chairman of Danners, was named vice chairman, and Philip Rogers, vp of G. C. Murphy, was named treasurer.

E. B. Rowe, vp of Household Merchandising, was named secretary.

Two new broad members are Harold F. Sells, president of F. W. Woolworth, and Owen Chaffin, president of Chaffin Inc.

The AGMC represents 120 retail companies which operate a total of over 20,000 discount, variety, dollar and family center stores. Member companies account for $34 billion in annual sales.

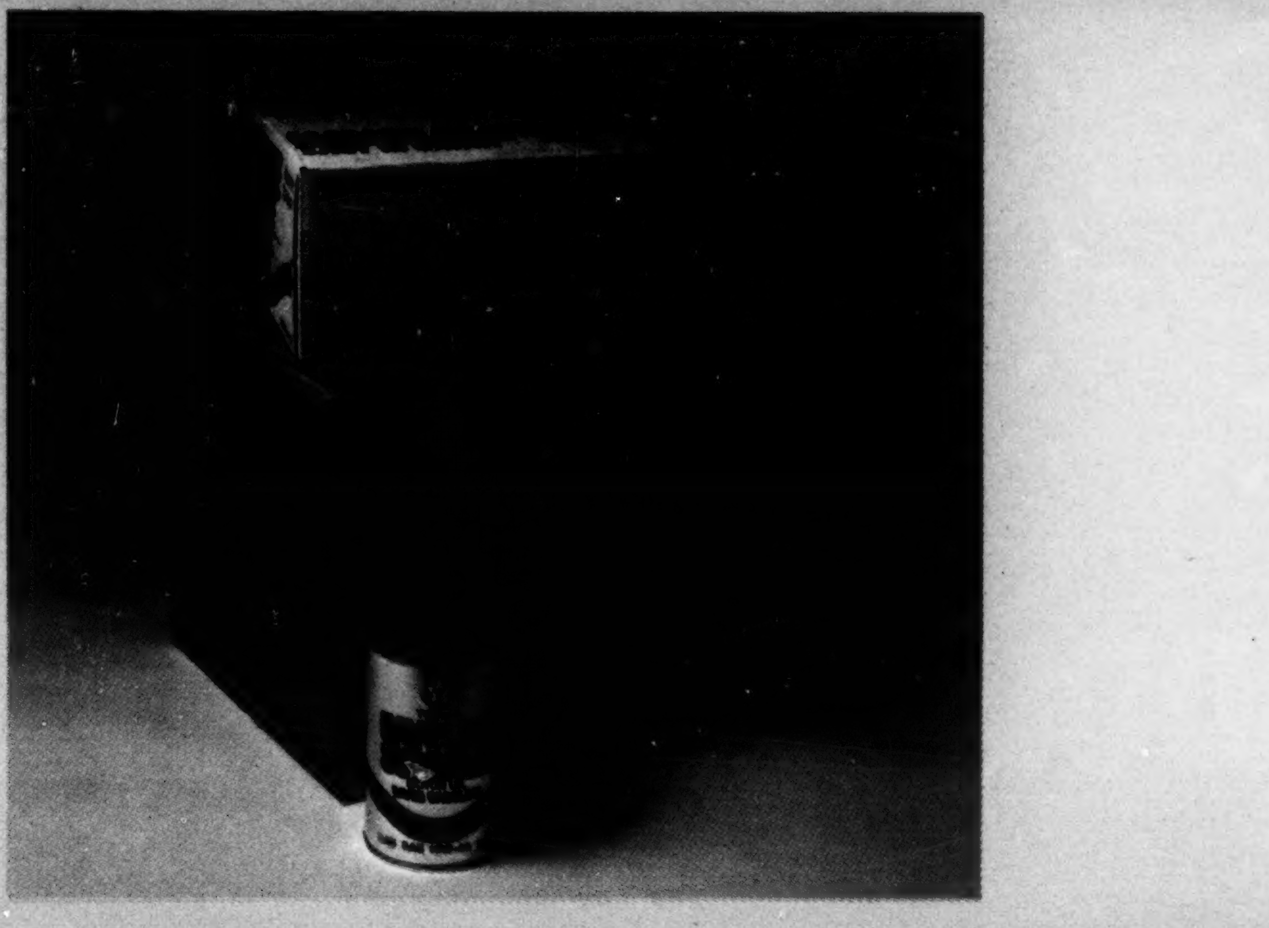
Grand Auto Payout

OAKLAND, Calif.—Grand Auto declared a 15¢-per-share dividend on its common stock, payable March 29 to shareholders of record as of March 15.

Grand Auto has 80 stores in California and Nevada.

The company's common stock is listed on the American and Pacific stock exchanges.

BIG SAVINGS IN EITHER CASE.



Save $1.50 on 24/1-quart cases of Havoline Supreme 10W-40 and 75¢ on Easy Dozen™ cases.

Starting March 1st, you can save $1.50 on every 24/1-quart case of Havoline Supreme 10W-40. In addition, we'll increase retailers' ad allowances from 36¢ to $1.00 for each 24/1 case purchased.

At the same time, on purchases of our popular Easy Dozen 12/1-quart cases of Havoline Supreme 10W-40, you'll save 75¢ per case and retailers' ad allowances will jump from 18¢ to 50¢ per case.

These special off-invoice allowances good on all orders shipped from March 1 through April 30, 1983. Bonus ad allowances apply to retailers' purchases and must be used by July 31, 1983.

- **Plus a great consumer rebate offer.** From March 15 to April 30, 1983, retailers will be able to offer customers a $1.50 mail-in rebate with the purchase of 5 quarts of any Havoline motor oil. Volume-minded retailers know what a great traffic builder this can be.
- **Plus up to 125% retailer reimbursement** of net cost for Havoline print, radio, and TV advertising.
- **Plus $50 per store** per quarter Havoline Display Allowance.
- **And there's even more:** up to $800 cash bonus to retailers for new store Grand Openings that feature Havoline *in addition to earned ad allowances.*
- **Warm up for a new season with a proven winner.** In auto supply stores, discount stores, and supermarkets combined, more motorists buy Havoline than any other major oil company brand.

For details on Havoline Spring Savings, contact your Havoline representative, wholesaler, or John P. Wies, Manager, Lubricants and Services, Texaco U.S.A., 1111 Rusk Avenue, Houston, TX 77002. Phone (713) 650-5218.

TEXACO

HOUSEWARES

PMA® PRODUCT MOVEMENT AUDIT

Sales Gain

(Continued from page 28)

ing into substantially higher price points in bakeware.

Another highly competitive area this year will be the glassware field. Here four manufacturers—Anchor Hocking, Libbey, Wheaton and Durand—are waging a tough fight for the shelf space which was once assumed to be going to the acknowledged leaders in the glassware business.

A new line that looks like it offers good sales potential in 1983 is Corning's Cornerstone, this company's entry into stoneware-look dinnerware.

Because of Cornerstone's high price, it's not for every account. But for those retailers already carrying imported stoneware, the addition of the Corning name and strong advertising program will make Cornerstone an important addition to their current dinnerware offerings.

An area which we see as growing in importance as part of the housewares department is kitchen domestics. We've added the Snowflake/Wolf line and are offering it to our customers as part of our Culineria program, a group of fashion housewares merchandise displayed on fixtures which we designed.

The new kitchen textiles group has replaced the copper wares assortment which had been a strong segment of the Culineria program but has slowed down considerably in sales. We continue to think copper cookware and decorative accessories have a place in housewares assortments, but the big sales period has peaked.

Based on the Product Movement Audit sales for calendar year 1982 the strength of microwave cookware and accessories on the West Coast is apparent. One of the single biggest volume items on the PMA listings is the No. 1 seller in this area, the Nordic Micro-Go-Round. This item was at the top of the list in 1982 and 1981.

The Nordic entry continues to dominate even though Anchor Hocking brought out a competitive product. The Anchor version didn't hit the market until late in the year, so it's too early to tell how it will ultimately impact movement of the Nordic best seller.

In the No. 2 place in microwave cookware is Anchor Hocking's relatively new item, the five-piece microwave set—five of Anchor's best items packaged as a set and representing very good value for customers.

Numerous items from Nordic, Anchor and Corning among the top 15 items in microwave cookware show all three as making a strong bid.

Yet to be heard from is the new entry, Rubbermaid Microware, which will certainly make itself felt in 1983. We predict the line will be one of the strongest in 1983.

A new program called The Winery has been developed by Bacar which has the potential for stimulating stemware sales in any retail outlet selling wine and liquor. For discounters, the concept is a stemware cross-merchandising opportunity.

The program embodies the principle of displaying stemware—stems up/bowls down—in slotted racks, above the wine and liquor gondola runs, just as stemware is stored above a bar. Included in the presentation are the best-selling bar gadgets.

So far, the program has been picked up principally by the large drug chains, such as Long's and Payless, which are using The Winery to broaden their stemware assortments beyond the merchandise stocked in the housewares area.

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GADGETS*			
1	Rhodes 29035 timer short ring almond	9,488	8.55	81,122.40
2	407-C21 Swing-A-Way hand can opener choc	10,663	4.67	49,796.21
3	Swing-A-Way 407-H21 hand can opener Harvest	9,465	4.67	44,201.55
4	Swing-A-Way 107-21 jr hand can opener	16,565	2.42	40,087.30
5	Foley 280 jar lifter coated	10,268	3.86	39,634.48
6	Foley 143 nylon baster	25,796	1.52	39,209.92
7	American Family 3100 diet scale	5,967	5.75	34,310.25
8	Chaney 722 fry-jelly-candy thermometer	16,370	2.06	33,722.20
9	P/I CB-33 copper 3-tier hang basket	4,036	8.10	32,691.60
10	Bromwell 3119 grater ss large sq	7,265	4.04	29,350.60
11	Rhodes 22510 timer long ring white	2,121	13.05	27,679.05
12	L/J Ezv 104 roast rack	4,366	6.28	27,418.48
13	Grayline 710 jumbo shelf 16x5x8	6,809	3.95	26,895.55
14	Foley 101 food mill 2 qt	2,290	11.68	26,747.20
15	American Family 3000 household scale white	1,988	13.45	26,738.60
	PLASTICS*			
1	Loma 364 32-gal garbage can green	5,193	11.69	60,706.17
2	Freezette 156 uprite set 1 qt	11,399	2.96	33,741.04
3	Freezette 154 uprite set 1 pt	10,975	2.96	32,486.00
4	Cadence 60061 stemtrack clear acrylic	5,546	5.84	32,388.64
5	Freezette 155 uprite set 1½ pt	10,053	2.96	29,756.88
6	Freezette 153 uprite set ¾ pt	6,683	2.96	19,781.68
7	Superseal 2757 2-qt decanter clear	9,756	1.88	18,341.28
8	Clipper 1048 spray bottle pint	12,742	1.43	18,221.06
9	Arrow 109 Rainbow tumblers 16 oz	28,885	0.62	17,908.70
10	Freezette 152 uprite set ½ gal	5,680	2.96	16,812.80
11	Freezette 94187 ½-gal pitch w/4 tumbler	6,728	2.42	16,281.76
12	Freezette 139 large flat 9½ qt	2,571	6.29	16,171.59
13	Freezette 336 snap-lock flat 7¼ qt	3,401	4.49	15,270.49
14	Superseal 5987 jar 110 oz	5,272	2.87	15,130.64
15	Freezette 333 snap-lock container 1¼ qt	9,323	1.61	15,010.03
	CLOSET & STORAGE*			
1	4000 McMillin 1-pc wire shoe rack	7,884	3.14	24,755.76
2	BT-100 A&E plastic tubular hanger brown	48,292	0.22	10,624.24
3	BT-100 A&E plastic tubular hanger beige	47,118	0.22	10,365.96
4	BT-100 A&E plastic tubular hanger white	39,488	0.22	8,687.36
5	BT-100 A&E plastic tubular hanger yellow	38,075	0.22	8,376.50
6	195/7 Wil-Hold large storage box	1,098	6.74	7,400.52
7	V8000-10 A&E set 10 drip/dry hanger wire/vinyl	4,752	1.43	6,795.36
8	195/6 Wil-Hold small storage box	1,116	5.57	6,216.12
9	619 Wall skirt hanger set of 3 metal	2,710	2.06	5,582.60
10	W6161-C A&E set of 2 skirt hanger wood	2,970	1.79	5,316.30
11	W6132-C A&E set of 2 slack hanger wood	2,935	1.79	5,253.65
12	W6000-C A&E set of 4 dress hanger wood	2,529	1.79	4,526.91
13	N5041-C A&E set of 3 suit hanger w/clip clear	1,984	2.06	4,087.04
14	622 Wall over door hanger	1,920	1.70	3,264.00
15	195/5 Wil-Hold shoe box/vanilla lid	1,488	2.06	3,065.28

Part of the gadget presentation at the new Target stores in San Diego, Calif., is a display of more than 20 different wooden kitchen utensils, each in its own separate bin. *(DSN photo)*

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		CLEANING/CHEMICALS			
1	—	2-YD Curity cheese cloth 2-yd pckg	19,370	1.07	20,725.90
2	—	7274 O-Cel-O sponge hand size 4 pk	19,898	0.89	17,709.22
3	5	19-645 Ballonoff copper dustpan	9,418	1.70	16,010.60
4	2	1185 Roll-O-Matic sponge mop	1,303	10.97	14,293.91
5	4	045 Quickie automatic sponge mop	1,908	7.37	14,061.96
6	—	057 Quickie automatic roller mop	1,594	8.27	13,182.38
7	—	E-20 Willert Enoz moth ball 1-lb box	7,114	1.70	12,093.80
8	—	7 White 16" black dust pan	2,040	5.92	12,076.80
9	—	E-80 Willert Enoz moth ball 10-oz box	7,494	1.61	12,065.34
10	—	T-16 F&G Vac bag Eureka upright	13,360	0.90	12,024.00
11	—	901 White 12" black dust pan	3,877	3.05	11,824.85
12	—	T-41 Vac bag Hoover bottomfill	12,268	0.90	11,041.20
13	—	508N Willert cedar mth blls 7-oz bg	8,244	1.25	10,305.00
14	—	869 Kellogg handled scrub nylon	6,774	1.52	10,296.48
15	—	535 Willert cedar moth ball kill block	5,472	1.79	9,794.88

Source: Bacar, distributors, San Jose, Calif., for calendar 1982, covering 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

*Not included in PMA for calendar 1981.

Retailers' Pension Plans Found in Good Shape

NEW YORK—Discounters with an eye on the troubled Social Security headlines can rest easy; retailer pension plans are well-off.

"Pension plans of major retailers," says a new executive report, "show relative strength and stability. These companies are meeting their pension obligations without putting any exceptional strain on earnings during difficult times."

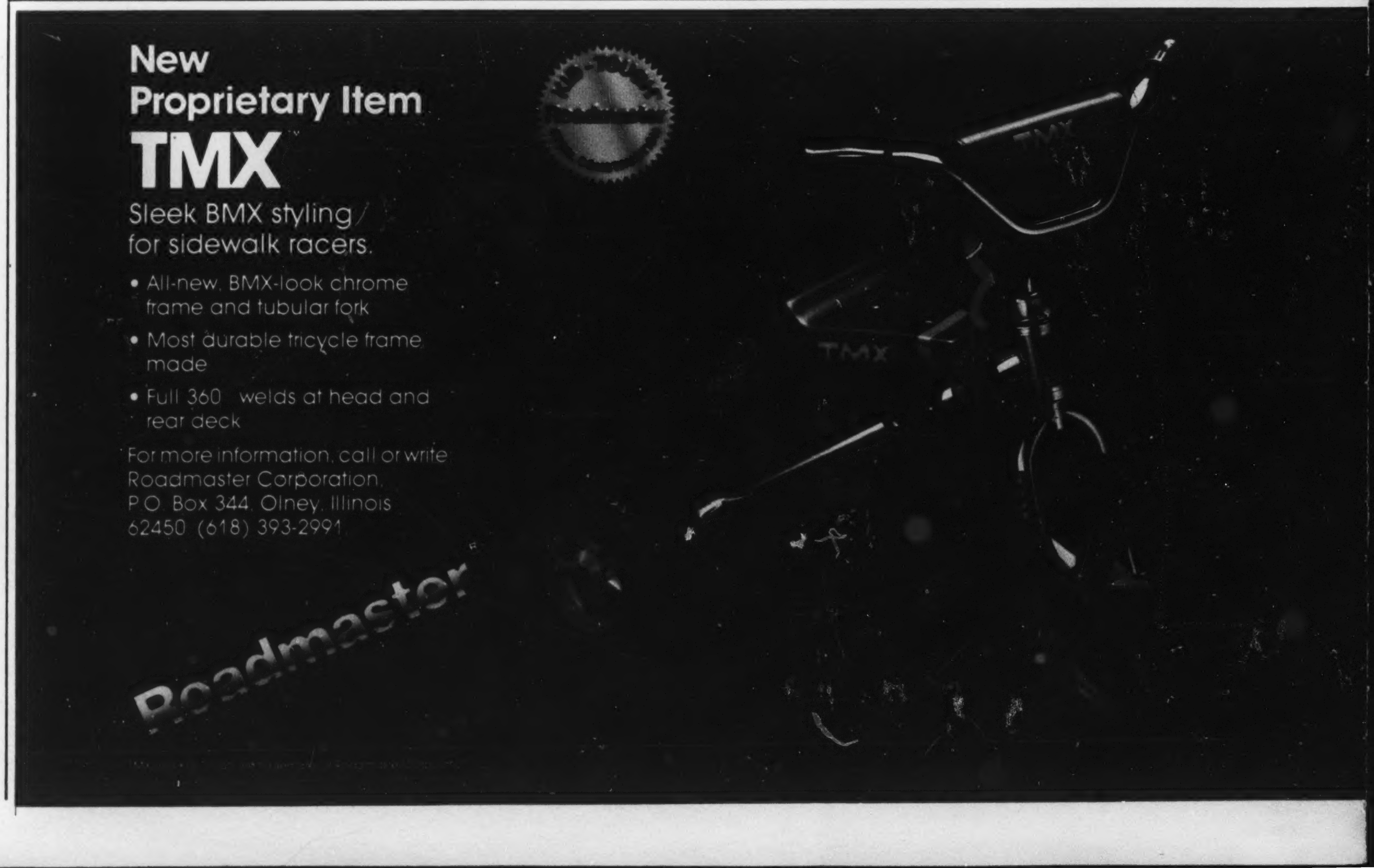
The report is based on a survey by Johnson & Higgins, and the study companies included K mart, Zayre, and the parent

(Continued on page 44)

Costs, Liabilities of Big-Retailer Pension Plans

	1981	1980	Nonindustrial industries' average
Avg. cost per company (millions)	$26.5	$25.6	$46.6
Cost as % of pretax profit	16.6	16.7	15.5
Cost per employee	$420	$392	$1,428
Net assets as % of total accumulated benefits	91.3	—	96.4
Unfunded vested benefits as % of net worth	0.6	—	0.4

Source: Johnson & Higgins



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HOUSEWARES

9th Annual PMA

TABLE TOP

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Corelle 16-4 16-pc set, gold	18,152	32.84	596,111.68
2	1	Corelle 16-1 16-pc set, green	15,068	32.84	494,833.12
3	2	Corelle 16-6 16-pc set, Wdln	14,018	32.84	460,351.12
4	5	Exprssns 2020-7 20-pc, Wldflwr	2,916	63.89	186,303.24
5	8	Corelle 16-5 16-pc set, blue	5,580	32.84	183,247.20
6	4	Exprssns 2020-12 20-pc st, Ind Smr	2,837	63.89	181,255.93
7	6	Exprssns 2020-13 20-pc st, Mdw	2,797	63.89	178,700.33
8	7	Exprssns 2020-16 20-pc st, strwbr	2,163	63.89	138,194.07
9	11	Corelle 16N 16-pc set, white	4,168	32.84	136,877.12
10	—	Dimension IV, 3216-34 16-pc st, slt	2,692	43.19	116,267.48
11	9	Dimension IV, 3216-32 16-pc st, cnmn	2,669	43.19	115,274.11
12	—	Corelle 16-23 16-pc set, mb	3,451	32.84	113,330.84
13	14	Corelle 4020-71 Tradition 20-pc st, hrv	1,650	47.69	78,688.50
14	—	Corelle 4020-8 Tradition 20-pc st, Sp	1,300	47.69	61,997.00
15	—	Corelle 4020-70 Tradition 20-pc st, Flr	973	47.69	46,402.37

GLASSWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Anchor 3600/672A Entrtnr st, 40-pc	2,645	28.79	76,149.55
2	—	Anchor 3513N crystal bev 8 oz	15,045	3.77	56,719.65
3	2	Anchor N3600 gold Westwood 24 pc	2,601	16.19	42,110.19
4	8	Libbey 824868 24-pc Bolero, bl	2,344	17.09	40,058.96
5	11	Libbey 82486K 24-pc Bolero, gl	2,029	17.09	34,675.61
6	—	Libbey 824370 B1 Country Sq 24 pc	1,232	27.44	33,806.08
7	9	Libbey 82496T Twny Entrtnr st 24 pc	1,650	17.09	28,198.50
8	—	Libbey 82438T 24-pc Fjord st Twn	1,195	21.86	26,122.70
9	3	Anchor 3600 cry, Westwood 24-pc	1,580	16.19	25,580.20
10	13	Libbey 82430K gld Cntry Grdn 24 pc	1,177	21.59	25,411.43
11	—	Libbey 82482 Chivalry 24-pc st	1,019	24.29	24,751.51
12	—	Libbey 81837T 18-pc Capri st Twn	1,834	13.49	24,740.66
13	—	Anchor 225/3109E cry Sham 9 oz	38,248	0.62	23,713.76
14	—	Anchor 2152CV/240 Roses bev 4 pk	4,643	4.67	21,682.81
15	—	Libbey 81837D 18-pc Capri st, Bl	1,563	13.49	21,084.87

COOKWARE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ekco 64330 Bakers DB cake pan	22,174	3.59	79,604.66
2	2	Ekco 64110 Bakers cookie sheet	17,806	4.04	71,936.24
3	3	Ekco 64100 Bakers cookie sheet	15,840	3.59	56,865.60
4	4	Ekco 64200 Bakers 12-cup muffin	11,962	4.31	51,556.22
5	5	Ekco 64260 Bakers roast/bake	9,164	4.94	45,270.16
6	7	Ekco 64470 Bakers loaf pan	11,601	3.23	37,471.23
7	8	Ekco 54110 cookie sheet	13,093	2.60	34,041.80
8	—	Ekco 99071 Bakers ppk	12,015	2.69	32,320.35
9	9	Ekco 64590 Bakers pizza pan	8,496	3.59	30,500.64
10	—	Ekco 64080 Bakers cookie sheet	9,908	2.87	28,435.96
11	15	Ekco 64070 Bakers loaf pan	10,098	2.60	26,254.80
12	10	Ekco 54330 roasting pan	11,336	2.24	25,392.64
13	—	Hillside HM60SP Spring Form pan	3,744	6.74	25,234.56
14	11	Ekco 64600 Bakers 6-cup muffin	6,759	3.59	24,264.81
15	14	Ekco 64950 Bakers round cake pan	10,271	2.33	23,931.43

CORNING

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	F330 French white 3-pc set	2,522	42.29	106,655.38
2	9	P150 Grab-it set	6,046	11.51	69,589.46
3	—	A21 Roaster	2,954	21.32	62,979.28
4	4	P14 Cass-erette	7,439	8.09	60,181.51
5	—	P104 Teapot	2,566	17.09	43,852.94
6	—	A300 Kitchen Starter set	1,030	41.84	43,095.20
7	14	P104-8 Teapot, Spice	2,274	18.89	42,955.86
8	—	A 21-8 Roaster, Spice	1,722	23.39	40,277.58
9	—	A300-8 Kitchen Starter st, Sp	827	47.69	39,439.63
10	7	F2 French white 2½-qt ov cov csrl	2,080	18.44	38,355.20
11	—	A21-7 Open roaster, Wildflower	1,560	23.39	36,488.40
12	—	A300-7 Starter set, Wildflower	751	47.69	35,815.19
13	—	P104-7 Teapot 6-cup, Wildflower	1,890	18.89	35,702.10
14	—	F5 French white 1½-qt cov csrl	2,059	16.19	33,335.21
15	—	F15 French white 15-oz ov csrl	2,522	13.04	32,886.88

Marble-based items—hurricane lamps, cheese domes, cake plates, lazy susans and salt/pepper shakers—are featured on an endcap in the new tabletop area at Bradlees,East Hanover, N.J.

(DSN photo)

PYREX

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	11 5 Hurricandle	19,600	9.53	186,788.00
2	2	233 Utility dish	14,121	6.47	91,362.87
3	—	2112 Mini Hurricandle 2 pk	5,764	15.29	88,131.56
4	4	62 30F Covered csrl & bskt	7,332	9.44	69,214.08
5	3	2330 3-qt Bake dish & basket	4,210	15.74	66,265.40
6	1	2320F 2-qt Bake dish & basket	5,270	10.34	54,491.80
7	10	508 Measure	20,636	2.24	46,224.64
8	—	234 Oblong bake dish 4 qt	5,330	8.27	44,079.10
9	11	516 Measure	14,582	2.87	41,850.34
10	15	463 D Custard cup	11,700	3.50	40,950.00
11	6	6840 2-qt Csrl & bskt	2,546	15.74	40,074.04
12	—	704 Oval bake dish	3,753	10.25	38,468.25
13	13	232 Utility dish	6,923	5.39	37,314.97
14	—	222 Cake dish square	7,803	4.49	35,035.47
15	—	1212 Mix n bake set	2,988	11.69	34,929.72

MICROWAVE

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Corning M-W-2 Grill	2,495	27.44	68,462.80
2	3	Corning MWA10 cov brng skl	1,626	25.73	41,836.98
3	5	Anchor PM469/T1 bcn rck	5,247	6.83	35,837.01
4	2	Corning MW-360 set	649	48.59	31,534.91
5	—	Corning MW116 5-pc set	1,013	30.59	30,987.67
6	—	Corning MW-11 browning grill	1,647	17.27	28,443.69
7	—	Anchor PM400/126 cm ppr	1,740	12.59	21,906.60
8	4	Corning MR1 rack	2,093	10.16	21,264.88
9	7	Anchor PM447/T1 muffin tin	2,689	7.19	19,333.91
10	9	Anchor PM479/T1 roast rack	2,514	6.83	17,170.62
11	—	Corning MW 12 pizza crisper	554	26.99	14,952.46
12	12	Corning MC1 small dish	1,083	12.86	13,927.38
13	8	Anchor PM444/T1 cookie sheet	1,940	6.83	13,250.20
14	13	Corning M68 Cook N Pour pan	710	16.91	12,006.10
15	11	Anchor PM481/T1 versatility	1,597	6.83	10,907.51

(Continued on page 32)

PMA®

PRODUCT MOVEMENT AUDIT

Plus Business Seen in Wood, Cutlery, Textiles

By HAROLD RUBIN
President,
HalMar Distributors

January housewares business in the New England area represented nothing short of a tremendous beginning for 1983. Merchandise sold well across-the-board with no particular categories standing out.

A couple of slower weeks in February haven't changed buyers' looking forward to continuing good sales increases, because March and April had already been planned with a strong promotional posture—a longer-than-usual list of housewares promos with sharper price points.

Along with keeping the heat turned up under housewares price promotions, several new strategies for developing additional sales are emerging for the first and second half.

Customer response has, for instance, led us at HalMar to developing new programs to supplement the already big volume in the glassware category.

A new jar program has been added with delivery scheduled for the first half. Manufacturers represented in that program are Wheaton, J. G. Durand and Indiana Glass.

For the second half, we've developed a program for boxed glass giftware consisting of items like platters, egg plates, chip 'n' dip servers, etc. The majority of this merchandise is planned to retail under $10. Many stores are setting aside a 4-ft. section for the boxed glass

(Continued on page 32)

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HOUSEWARES

BATHSHOP*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Magnolia M100 molded toilet st wht	8,043	9.44	75,925.92
2	Magnolia M3000A padded seat white	2,478	17.54	43,464.12
3	Magnolia M3000A padded seat brown	1,875	17.54	32,887.50
4	Magnolia M3000A padded seat blue	1,855	17.54	32,536.70
5	Selfix N443 portable shower spray	3,249	9.62	31,255.38
6	Selfix C441 shampoo spray	14,830	2.06	30,549.80
7	Ekco 38110 18" towel bar	11,408	2.42	27,607.36
8	Ekco 38170 24" towel bar	8,628	2.87	24,762.36
9	Selfix 2253 shower caddy	4,755	5.12	24,345.60
10	Ekco 38890 toilet tissue holder	9,834	2.33	22,913.22
11	Selfix 2251 shower caddy	7,171	3.14	22,516.94
12	Selfix 2110 twin hook	16,752	1.34	22,447.68
13	Magnolia M3000A padded seat gold	1,223	17.54	21,451.42
14	Ekco 38120 12" towel bar	9,536	2.24	21,360.64
15	Magnolia M200 Hi Rise toilet seat white	1,338	14.39	19,253.82

CLEANING/CHEMICALS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3M FC4101 16-oz Scotch Guard	9,386	5.93	55,658.98
2	Johnson 339 Lemon Pledge 14 oz	14,865	3.14	46,676.10
3	Texize 271 Fantastik 32 oz	12,180	2.51	30,571.80
4	Drackett 293 Endust 10 oz	8,567	3.50	29,984.50
5	Drackett 159 Vanish Automatic 12 oz	13,368	2.15	28,741.20
6	Johnson 327 wood Pledge 14 oz	8,856	3.14	27,807.84
7	Drackett 156 Vanish 48 oz	11,019	2.51	27,657.69
8	Johnson 182 Future 27 oz	6,132	4.49	27,532.68
9	Scotts A14 Liquid Gold 14-oz aerosol	6,321	4.31	27,243.51
10	Johnson 334 Pledge 14 oz	7,968	3.14	25,019.52
11	Murphys oil soap 1 lb	10,764	2.24	24,111.36
12	White Labs M-8 X-14 mldw rmvr 16 oz	7,040	3.14	22,105.60
13	Drackett 154 Vanish Auto green 12 oz	10,272	2.15	22,084.80
14	Scotts P16 Liquid Gold 16-oz pourable	5,160	4.22	21,775.20
15	Drackett 127 Windex + sprayer 22 oz	7,928	2.69	21,326.32

Source: HalMar Distributors, Holyoke, Mass., for calendar 1982, covering more than 500 stores, including 400 full-line discount stores from New England to the Carolinas.

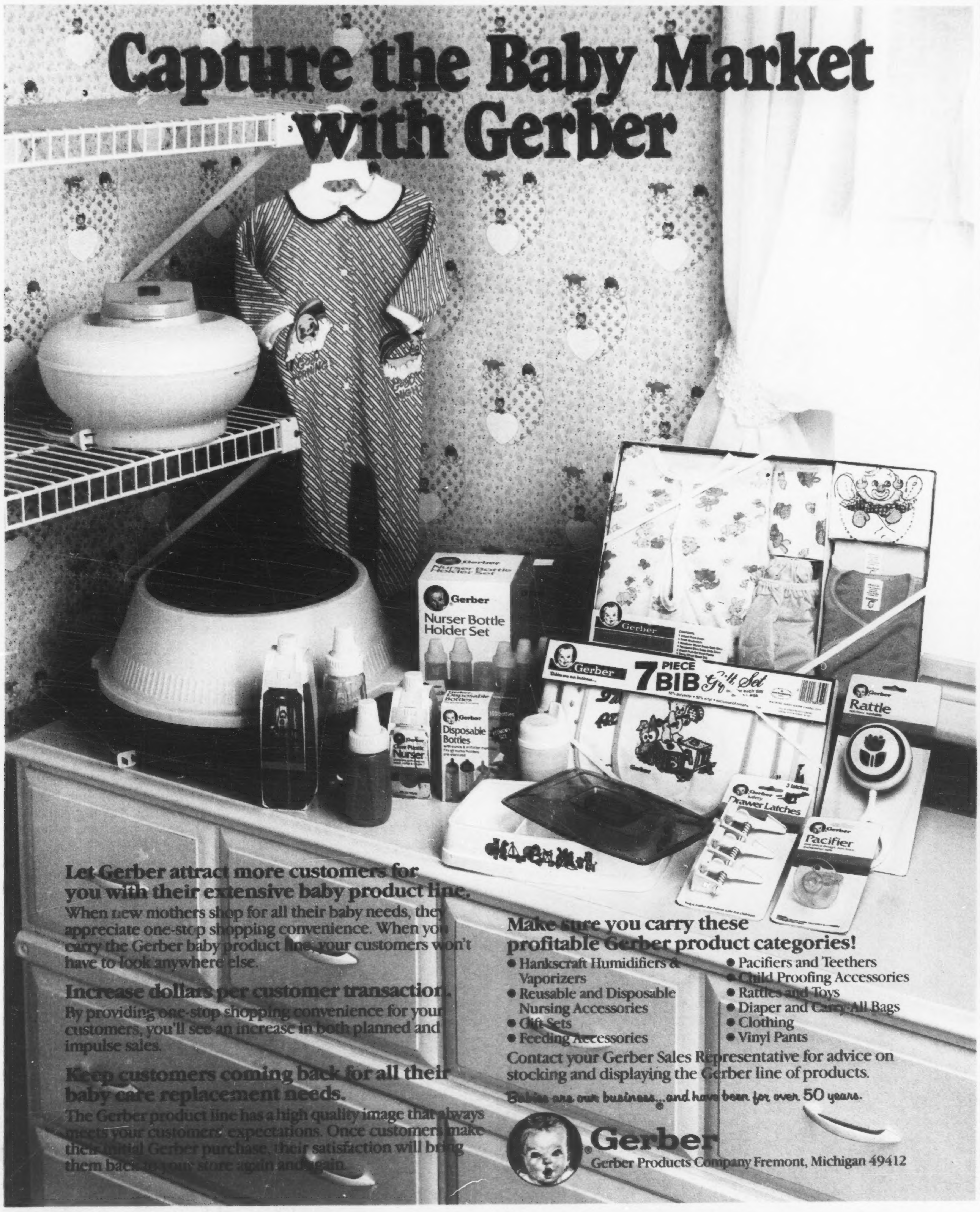
PLASTICS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Republic 156 freezette 1 qt	7,834	2.96	23,188.64
2	Vanderbilt 751 nylon baster	16,385	1.25	20,481.25
3	Republic 154 freezette 1 pt	6,443	2.96	19,071.28
4	Tucker T334 trash can 22 gal	2,028	8.99	18,231.72
5	Foley 25314 pastel nylon spatula	19,321	0.89	17,195.69
6	Deka SU510 Smurfs mug 10 oz	10,674	1.52	16,224.48
7	Loma 364 32-gal refuse cntnr locklid	1,316	12.32	16,213.12
8	Eagle E6244 SS 44-oz oblong saver	9,000	1.79	16,110.00
9	Tamor 7800/A large sweater box	2,608	6.11	15,934.88
10	Sterlite S2122 2-qt refrig bottle	9,252	1.61	14,895.72
11	Deka SU530 Smurfs tumbler 11 oz	11,832	1.25	14,790.00
12	Ekco 3747-2-489 spaghetti server	12,696	1.16	14,727.36
13	Eagle E4470 cold cut saver	5,653	2.60	14,697.80
14	Eagle E6242 22-oz oblong server	11,361	1.25	14,201.25
15	Arrow 081 dust pan	10,569	1.34	14,162.46

RUBBERMAID*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2965 Laundry basket	10,623	5.57	59,170.11
2	2882 Covered trash can 20 gal	3,726	14.39	53,617.14
3	2951 Dish pan choc	15,727	3.14	49,382.78
4	2864 Fliptop basket choc	5,982	8.09	48,394.38
5	2965 Laundry basket almond	8.,402	5.57	46,799.14
6	2951 Dish pan almond	14,436	3.14	45,329.04
7	2965 Laundry basket gold	7,682	5.57	42,788.74
8	0450 Bath mat white	13,172	3.23	42,545.56
9	2951 Dish pan gold	12,839	3.14	40,314.46
10	2850 Basket liftlid choc	4,935	8.09	39,924.15
11	0450 Bath mat light blue	12,351	3.23	39,893.73
12	6032 Dish drainer choc	6,257	6.11	38,230.27
13	0450 Bath mat choc	11,489	3.23	37,109.47
14	6032 Drainer almond	5,863	6.11	35,822.93
15	2864 Fliptop basket almond	4,361	8.09	35,280.49

Average retail prices reflect typical price points for discount chains.
**Not included in the PMA for calendar 1981.*



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PMA®
PRODUCT MOVEMENT AUDIT

Plus Biz

(Continued from page 31)

giftware.

Another new 4-ft. section planned for HalMar's customers is an area for tradeup bakeware, heavier-weight goods in a variety of substrates—steel, tin and aluminum—the majority with a SilverStone finish.

Manufacturers to be included in these new sections—which will be rolled out at the end of May—are Speko Products, Chicago Metallic Products and Wear-Ever Aluminum.

The Wear-Ever goods slated for the new bakeware section are their aluminum with SilverStone products. The company's newer entry, glass bakeware with SilverStone, is planned for a separate area.

Since the release of SilverStone on lighter-weight materials in bakeware, distributors and retailers have many more manufacturers to consider for their assortments. Nevertheless, the key manufacturer in the bakeware segment remains Ekco with its Baker's Secret line.

Cutlery is one classification many discounters are working on building. It's a category that's traditionally been "owned" by the department stores and neglected by discounters. That's going to change fast now with discounters expanding and trading up their cutlery assortments. This added attention could result in a noticeable gain in market share during 1983.

New Moves

Also giving the cutlery category a boost is the adjacency many chains are now using. Expanded cutlery sections are frequently being positioned next to woodenware, a category growing tremendously in such items as cutting boards, cheese boards and serving plates.

This type of woodenware—given its own 4-ft. section—is selling well at basic stock-type price points represented by companies such as Foley's Martens-Woodenware, and more decorative, higher-priced merchandise from companies like Julie Pomerantz.

The only woodenware items that have slowed down in sales are big, bulky merchandise like bread boxes. Here, it seems there's a direct correlation between an increase in microwave oven sales and the decrease in bulky, wooden item sales. Consumers have apparently chosen microwave ovens as the priority item where kitchen countertop space is at a premium.

Microwave cookware in New England is slowly and steadily growing stronger. Results of the Product Movement Audit for 1982 showed the two strongest manufacturers in this area are Corning and Anchor Hocking.

Since sales results on the strong microwave program just rolled out by Rubbermaid aren't in yet, any shuffling in the microwave cookware segment has yet to be determined.

ELECTRIC HOUSEWARES

9th Annual PMA

PRODUCT MOVEMENT AUDIT

Styler/Dryer Mix Fattens, Bucks Trend

By HOWARD BOBROFF
President,
Stem-Nickman Distributing

With the economy moving out of the doldrums, and consumers easing up their tight hold on purse-strings, electrics buyers shouldn't be lulled into thinking they can back away from some of their price promoting plans. It's still going to take a sharp pencil to move merchandise in this highly competitive, price-sensitive area. The encouraging economic news should, however, help discounters move more traffic electrics units, when they're promoted at the right price.

In the personal care electrics category, a couple of trends that took shape during the last half of 1982 are expected to continue this year.

Rising Trend

One of them is the growing importance of curling wands and brushes with a full-sized barrel. Many in the industry—including manufacturers and retailers—read women's hair-styling trends all wrong at the beginning of last year. They expected bigger volume on the smaller barrels, thinking the style trend was to smaller curls. Some inventory shifting to the larger barrels was necessary in the second half of the year; the larger barrels show no signs of let-up in 1983.

One exception has been the continuing popularity of Windmere's Skinni Mini, No. 4 among the top 15 sellers on calendar 1982's Product Movement Audit for the curling wands/brushes category.

Another item—one that's somewhat unique in this category—is the Gillette Clicker, which continues to be a volume item.

In styler/dryers the tonnage business has moved into the full-size pro-models with 1,200 to 1,500 watts. That period in which the turbos and travel-size items were the strongest has passed.

Continuing strength in the entire styler/dryer category, plus the addition of strong new entries like Norelco's Chic line, have led many chains to re-evaluate their listings. The result has been, in several cases, the decision to carry a broader assortment, contrary to the sku cutbacks that have been taking place in many electrics categories.

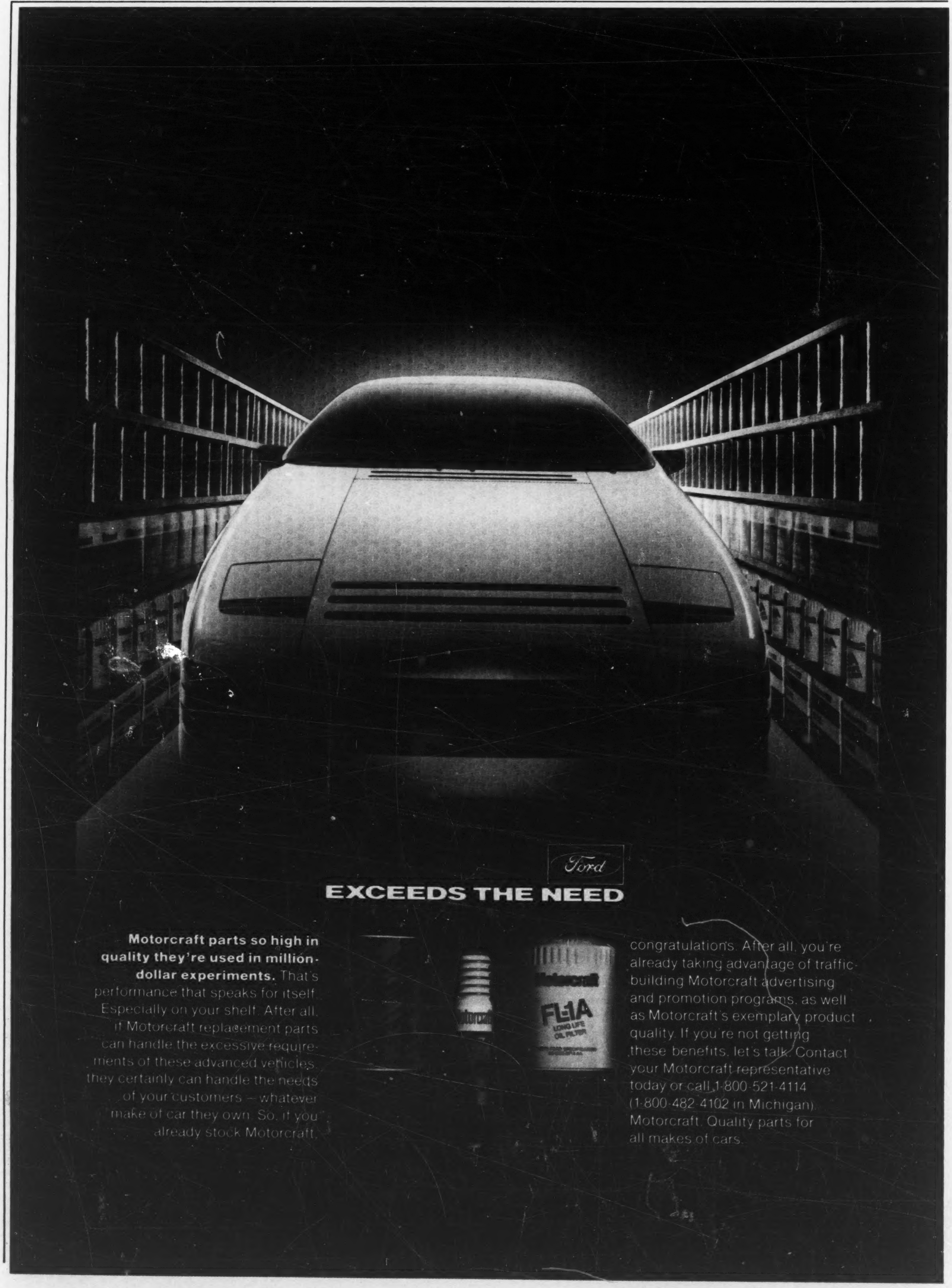
Norelco's Chic merchandise, a relatively new arrival on most shelves, has been selling well during the first quarter of 1983.

(Continued on page 34)

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		BLENDERS			
1	—	Waring BL590 7 speed	4,223	23.78	100,422.94
2	1	Hamilton Beach 600 7-speed alm	4,039	23.18	93,624.02
3	3	Oster 890-16 10-speed alm	3,187	28.51	90,861.37
4	2	Hmltn Bch 651 14-spd blndr/pls alm	1,776	30.49	54,150.24
5	—	Hamilton Beach 640G 14 speed	1,086	34.04	36,967.44
		HAND MIXERS			
1	—	Hamilton Beach 97 almond	5,518	13.48	74,382.64
2	—	Waring HM111-8 5-speed almond	4,854	12.95	62,859.30
3	3	Waring HM12-8 12-speed almond	2,587	17.16	44,392.92
4	1	Sunbeam 3-76/3-71 almond/white	1,320	26.03	34,359.60
5	—	Sunbeam 3-16	1,428	14.40	20,563.20
		SLOW COOKERS			
1	2	Rival 3150 Crock Pot 3½ qt	3,806	24.28	92,409.68
2	3	Rival 3350H Crock Pot 5 qt	2,803	30.01	84,118.03
3	1	Rival 3100 Crock Pot 3-qt almond	5,701	14.28	81,410.88
4	—	Rival 3355MB Crock removable	3,422	23.23	79,561.50
5	—	Struhl 2306/2306X almnm ht pt asst	15,929	4.81	76,618.49

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		DRIP COFFEEMAKERS			
1	1	Proctor Silex 415 AL/A301 10 cup	10,631	21.70	230,692.70
2	2	Norelco 5185 10 cup	4,869	25.58	124,549.02
3	4	Hamilton Beach 791 12 cup	3,816	21.69	82,769.04
4	—	Hamilton Beach 784 mini	4,279	16.55	70,817.45
5	—	North American CM1/CMiZ 10 cup	2,332	28.49	66,438.68
		TOASTERS & OVENS			
1	—	Toastmaster B700 toaster blk end	12,037	12.76	153,592.12
2	4	Proctor Silex T522B toaster 4 slice	5,872	22.08	129,653.76
3	5	Proctor Silex T220AL toaster 2 slice	7,590	14.78	112,180.20
4	3	Toastmaster 5244 dlx slf-cln ovn	1,740	55.88	97,231.20
5	1	Proctor Silex T620B toaster 2 slice	6,819	13.00	88,647.00
		FOOD PREPARATION			
1	2	Hamilton Beach 702/707 fd prcsr alm	3,341	49.19	164,343.79
2	—	Sunbearn 14-56 food processor alm	1,517	43.25	65,610.25
3	—	Sunbeam I-78 delxe stand mixer	522	74.80	39,045.60
4	5	Waring HS15-8/3/9 stnd mxr 12 sp	994	26.08	25,923.52
5	—	Hmltn Bch 34KAL stnd mxr 9-spd s/s bl	562	43.50	24,447.00

(Continued on page 34)



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ELECTRIC HOUSEWARES

9th Annual PMA

STYLER/DRYERS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Conair 091 Pro 1500-wtt w/attchmnt	3,354	22.49	75,431.46
2	—	Sassoon VS210 prof md sz stlr	5,554	12.43	69,036.22
3	—	Conair 084 Mini Pro 1250-wtts	5,313	11.65	61,896.45
4	9	Northern 1881 Pro blwr/drr 1200-wtts	5,655	10.49	59,320.95
5	—	Dazey HD61 Hard Hat hair dryer	1,283	42.70	54,784.10
6	14	Windmere B12T Pro drr bss 1250-wtts	3,853	12.06	46,467.18
7	1	Shetland 3051 Visa 1200-watts	5,614	8.20	46,034.80
8	13	Northern 1871 fld mn 1200-wtts	3,589	10.23	36,715.47
9	—	Clairol CH-1Z Dry Guy stlr/drr	1,783	19.03	33,930.49
10	—	Windmere DD1 Dynamic Duo	2,627	11.26	29,580.02

CURLING WANDS & BRUSHES

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Conair CB200 New Twist combo	6,571	11.33	74,449.43
2	3	Conair BC-10X curling brush	8,257	8.56	70,679.92
3	4	Gillette 2620 clicker	3,159	20.79	65,675.61
4	—	Windmere SM1 Skinni Mini	11,143	5.11	56,940.73
5	10	Conair CD11 Curls N Curls iron	9,968	5.10	50,836.80
6	9	Norelco CCI14/HB1600 Curl Q Mist	3,653	10.53	38,466.09
7	2	Shetland 6001 curling brush	6,499	5.73	37,239.27
8	12	Northern 2334-2 Pro chrm irn	6,113	5.08	31,054.04
9	—	Windmere HCB1 hot crlng brsh	3,275	7.28	23,842.00
10	—	Windmere RBB1 Aber Curl Dabra	1,715	11.90	20,408.50

SPECIALTY ELECTRICS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Wear-Ever 73000 popcorn pumper	9,433	22.04	207,903.32
2	2	Presto 04810/PN-1 Popcorn Now	7,226	2.06	148,855.60
3	—	Hamilton Beach 275AL knf hl in hndl	4,487	18.23	81,798.01
4	—	Dazey Sam 3 vacuum Seal-A-Meal	2,147	31.98	68,661.06
5	6	Rival 840 ice crusher almond	3,056	18.15	55,466.40
6	—	Presto 01250 6-qt prssr ckr almnm	1,700	31.23	53,091.00
7	—	Munsey BW-2 Belgian Waffler	1,582	24.41	38,616.62
8	7	West Bend 25467 Butter Matic 4 qt	2,446	14.59	35,687.14
9	3	Northern 8453-2 ice cream freezer	2,336	15.13	35,343.68
10	—	Presto 05000 caramel corner	1,052	30.41	31,991.32

IRONS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Sunbeam 11-19 steam & dry prom	9,508	16.85	160,209.80
2	5	Proctor I1300 light steam/dry	9,548	16.51	157,637.48
3	—	Hamilton Beach 745S stm/dr SlvrStn	2,396	23.46	56,210.16
4	2	Sunbeam 11-386/1-171 Shot of steam	2,089	26.49	55,337.61
5	6	Struhl 2319 travel	4,978	6.39	31,809.42

CAN OPENERS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Rival 781 almond	9,375	12.34	115,687.50
2	3	Rival 740AL w/knife sharpener	5,894	16.26	95,836.44
3	—	Waring C01-8 almond	6,449	12.11	78,097.39
4	2	Rival 782 w/sharpener almond	4,993	13.85	69,153.05
5	4	Rival 782 w/sharpener gold	2,823	10.06	38,459.38

Source: Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio, for calendar 1982, covering 900 stores, including 125 discount stores in the Midwest.

Kitchen electrics are part of discounters' efforts to reach more affluent customers. Bradlees, Union, N.J., stocks Cuisinart DLC-7 and DLC-8 food processors. *(DSN photo)*

AIR CLEANERS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Norelco HB1900 clean air machine	7,694	19.83	152,572.02
2	Pollenex 699 pure air machine	4,389	23.43	102,834.27
3	Conair E-1 clean air/air purifier	4,198	13.60	57,092.80
4	Norelco HB1920 clean air machine II	1,464	31.73	46,452.72
5	Norelco CAF2 clean air filter	7,820	2.65	20,723.00

FRY PANS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Betty-G CF53 5½-qt cooker fryer	9,843	19.13	188,296.59
2	West Bend 1440 skillet w/silverstone	2,862	35.09	100,427.58
3	West Bend 72129/72119 rockote fry pan	3,638	25.80	93,860.40
4	Hamilton Beach 2121 fry all	4,590	20.36	93,452.40
5	West Bend 72109 skillet/silverstone 11"	1,545	33.58	51,881.10

Average retail prices reflect typical price points for discount chains.
**Not included in PMA for calendar 1981.*

PMA®
PRODUCT MOVEMENT AUDIT

Styler/Dryer

(Continued from page 33)

Items from the line will probably be showing up among the top 15 in the hair care electrics categories in subsequent PMA listings.

On the still hotly debated subject of rebates, one area where they will remain heavily used during 1983 is personal care electrics, where there's a big market share struggle going on among several of the top branded manufacturers.

Changes are also taking place in kitchen electrics categories. There are industry estimates that 22.5% of the business in coffeemakers came from automatic perk units plus another 7.4% in urns, in 1981, the latest year for which estimates are available. More and more discounters are beginning to notice these numbers and beef-up their electric percolator assortments.

Adding It Up

Even though 30% of the business, according to these figures, came from the perks, discounters don't need a corresponding 30% of their unit assortment in perks and urns. Still, consumers evidently want percolators. In nonelectric models Gemco has been a strong seller; Corning just went back into the item.

Successful percolator items on Stem-Nickman's listing include: the Regal Poly Perk, West Bend's #9466, a polished nine-cup model, and West Bend's #58030 urn. A new stainless steel percolator, introduced last year by Dazey, has been selling well even though it's in the $40 retail area.

Automatic drip coffeemakers still remain a tonnage category in kitchen electrics with more dollar volume from them as customers continue to replace their old coffeemakers with tradeup units—models with larger capacity and timer features.

The PMA for 1982 showed Proctor-Silex's 10-cup model as, by far, the biggest sller in the category. Still, the 1982 PMA showed that four of the eight top sellers were in 12-cup models.

A Closer Look

An electrics category buyers are taking another look at is steam irons, a major category second only to all coffeemakers—automatic drips and perks—in unit sales.

Inventory assortments for 1983 are being planned, taking into account the increase in irons with SilverStone soleplates available and iron usage features. The latter means scrutiny of sku's stocked in irons in four major usage categories: dry irons, steam/dry irons, cold water spray irons, and blast of steam irons.

In re-evaluating the iron category, several discounters are finding that they—and many manufacturers—have missed offering irons with the cold water spray feature which many customers want.

C.P.S.C. Seeks Warning Labels

WASHINGTON—Dropside mesh playpens and portable mesh cribs can pose a severe safety hazard if used with a side left down, the Consumer Product Safety Commission warned.

"When one side of the playpen or crib is down, the mesh forms a loose pocket leaving a gap between the floor board and the mesh side" that an "infant can roll into and suffocate," Federal product safety regulators said.

Based on C.P.S.C. figures since 1973, five deaths and two nonfatal accidents involving mesh-sided cribs and two deaths involving mesh-sided playpens have occurred.

While the commission isn't planning to recall the 6.5 million mesh playpens already sold by discount stores and other retail outlets, it is working with the Juvenile Manufacturers Association to ensure that future products will have adequate warning labels.

Warning labels are necessary because "parents and others are often unaware that an infant can become trapped between the loose mesh and floor board."

According to C.P.S.C. officials, playpen manufacturers "intend to put labels on new mesh-sided playpens similar to warnings which already appear on all mesh-sided cribs with drop sides produced since 1980."

The warning label for those cribs states: "Never leave infant in crib with SIDES DOWN. Infant may roll into space between mattress and loose mesh sides, causing suffocation."

TRIM
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toenail clipper
emery boards
nail clipper
TRIM

Combine the high quality of TRIM manicure implements with a superior margin and you've got the definite advantage TRIM has to offer. In addition, each of the 25 TRIM manicure implements comes in a package with strong consumer appeal, backed by comprehensive national consumer advertising.

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Trim® gives you quality, popular pricing and profits wrapped up in one package.
(25, to be exact)

HARDWARE

9th Annual PMA

PMA
PRODUCT MOVEMENT AUDIT

POWER TOOLS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Wen 943 7" Sander polisher	1,450	47.20	68,443.75
2	—	Wen 4500 AH Bench	646	57.24	36,978.75
3	8	Wen 2200 Drill cordless rev 3/8	764	44.13	33,716.25
4	—	Dremel 2401 Moto-tool kit W/ACC	842	32.42	27,293.75
5	4	Wen 919/PR19 3" Belt sander	473	47.05	22,253.75
6	—	Sabre MOE 2 Engine oil 2 cycle	13,392	1.27	16,958.75
7	10	Lenk 16/L25 25W Soldering iron	3,017	5.59	16,866.25
8	—	Dremel 2501 Moto kit/25 acces SG	421	38.58	16,232.50
9	—	Dremel 571 Moto-shop saw/sand co	247	61.06	15,082.50
10	—	SKOK WP745 7¼ Plywood blade	7,418	2.03	15,077.50

BLACK & DECKER

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	9330 Dustbuster	4,654	30.51	142,003.74
2	2	7127 3/8 Drill var speed rev	4,599	24.58	113,030.00
3	1	7¼ Circular saw	3,184	33.15	105,542.50
4	—	8115 Hedge trimmer 13"	2,468	27.20	67,126.25
5	—	8201 Line trimmer 7" uti	3,440	16.81	57,811.25
6	5	7404 Sander dbl/ins	2,298	25.55	56,412.50
7	6	7504 Jig saw dble/insul	3,091	15.59	48,183.75
8	—	8124 Shrub/hedg trim dlx D	1,169	36.89	43,118.75
9	7	7190 3/8 Drill V/S rev-lock	1,203	34.95	42,045.00
10	8	7104 3/8 Drill dble/insul	2,308	18.11	41,795.00

PAINT

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Lucite 50C gal house/trim white	30,051	14.60	438,771.31
2	—	Lucite 2386C-gal wall ceiling WH	11,372	12.18	138,521.43
3	—	Lucite 1699C GL int enml white	5,560	15.75	87,564.95
4	—	Lucite 2250C GL hous/trm s/gls W	4,232	15.57	65,901.51
5	—	Lucite 2329C-gal wall ant white	4,864	12.20	59,328.64
6	1	Formby 0013 32-oz furniture refini	6,714	8.29	55,677.04
7	—	Lucite 2360C-gal wall white	4,580	12.01	55,012.00
8	—	Lucite 1860C GL floor gull gray	3,348	13.31	44,559.04
9	—	Lucite 1800C GL ext enml white	2,592	16.06	41,621.44
10	—	Lucite 1861C GL floor slate gray	2,476	9.79	24,243.00

PAINT SUNDRIES

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	40011 WD-40 Rust preventive 9 oz	105,283	1.86	196,029.39
2	2	Macco LN601S liquid nail adhesive	96,911	1.24	120,224.99
3	3	Thompson 101-01N gal water seal	9,512	10.80	102,824.39
4	—	Savo 01113 gal Kutzit	9,839	8.70	85,631.00
5	5	938-Tap-90 EZ 3 pc paint set	30,249	2.52	76,330.80
6	7	01103 Savo gal paste paint remover	7,236	9.73	70,383.60
7	6	40015 WD40 mult-use lub	21,888	2.47	53,975.60
8	4	025 Touch-N-Foam insulation spra	9,911	5.20	51,580.20
9	—	409-TTA-90 EZ 9 in twin pak cover	52,032	0.88	45,952.20
10	8	200BX Krazy glue .07 fl oz	40,532	1.04	42,053.19

(Continued on page 39)

Lengthening Of Season Helps L&G

Special DSN Report

Despite lackluster sales in 1982, the hardware area is expected to chart an upturn this year, said Ray Fondran, vice president of merchandising for Stem Distributing in Maple Heights, Ohio.

Fondran said he bases his optimistic forecast on the performance he expects from key areas, like lawn and garden. Here, the evolution of a longer than normal selling season should boost sales. He noted that recently many retailers have started displaying seasonal items in early March, about 1½ months earlier than usual, partly because of more mild weather in northern states.

With industry studies showing that the majority of big-ticket lawn and garden supplies are gobbled up in northern suburban markets, Fondran said the mild weather in that part of the country should help the category even further.

While weather is the primary reason for his upbeat outlook, he also said hardware will still be heavily promoted during 1983, raising sales further. Also, the weak economy is still contributing to the number of consumers who now term themselves "do-it-yourselfers," he said, another strong segment of the market.

Fondran said the big mover last year in lawn and garden was a Temper shovel, which carried an average retail tag of $6.67. He said the shovel's popularity was based on consumers returning to basic instruments

(Continued on page 39)

Jan. Retail Orders For Hardware up

PHILADELPHIA—Retail orders for hardware products jumped 13% from December 1982 to January 1983, according to a survey by the National Wholesale Hardware Association.

January sales were also reported to be 2.1% higher this year than last.

The Great Lakes, Northeast and Southwest regions of the association all reported significant increases in their January sales. Hardware distributors, however, remain cautious, said the association, refusing to predict a rapid upswing in retail buying yet.

The association's sales index was introduced in early 1982 as a measure of hardware distributors' dollar sales to hardware stores, home centers, mass merchandisers and other retail hardware outlets. The index charts the distributors' average daily sales for the current month compared to the same month the previous year.

THE POWER IN
JUST GOT
RATCHET 3/8 DRIVE
86 200
STANLEY

Introducing Stanley's New Workmaster™ Line of Sockets and Wrenches.

Stanley, the number one name in hand tools, has set another standard of excellence. The new Workmaster line of sockets and wrenches. It's one hundred percent Stanley quality, designed and made in America. And it's about to give you a powerful new way to tighten your grip on profits.

STANLEY VALUE COMES THROUGH AGAIN

Whether it's the shade tree mechanic or the experienced professional, every one of your customers looks for value. The Workmaster line of sockets and wrenches delivers it. With every size and style drive tool your customers ask for. ¼", ⅜" and ½" drive sockets. And the new patented Flip Drive™ ratchet, pioneered by Stanley for the simplest, most reliable one-handed direction change on the market.

You can get Stanley Workmaster sockets and drive tools in a full range of open stock and in 21 different sets, including sockets only, sockets and drive tools and specialty sets.

Workmaster wrenches put Stanley value right in your customers' hands. Designed for strength and durability, Stanley offers you 52 different wrenches in a full complement of styles, in both inch and metric sizes. All of them – Workmaster sockets and wrenches – priced and packaged to sell.

STANLEY GETS YOUR CUSTOMERS' ATTENTION

Stanley is going all-out to give you powerful support for the Workmaster line: aggressive national TV; supercharged print advertising; traffic building consumer promotions.

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		PLUMBING			
1	—	ST5 40 NSRT 40 gal gas heater 5Y	1,745	144.97	252,977.74
2	1	1/2 M hard copper 10 ft. length	63,300	3.22	204,132.94
3	3	Mark II B grade toilet comb white	3,634	52.36	190,265.75
4	—	1320 20 gal galv sheet can w/lid	17,184	8.02	137,846.87
5	5	1/2 CPVC pipe 10 ft. length	31,961	2.12	67,907.52
6	6	560 U-Plm toil tank repair kit	12,674	5.27	66,751.20
7	8	PM3600 Flo plastic pump-pedistal	926	71.99	66,666.24
8	—	SS1000 Plaskol 3" shower stall	506	125.14	63,319.68
9	—	S2500A Flo sump pump-submers-aut	721	87.15	62,838.72
10	—	914K Mustee single laundry tub	2,629	20.24	53,203.68
		HOME IMPROVEMENT			
1	10	10 x 25 Poly sheeting 4 mil clear	9,483	4.79	45,468.78
2	—	R0706/R3206 DX green grass 5 ft wd	17,571	2.32	40,825.98
3	11	2 ft x 4 ft x ⅛ Pegboard	30,821	1.23	37,816.92
4	5	8 x 50 Poly sheeting 4 mil clear	4,270	8.61	36,745.28
5	—	220 Hoyne clear mirror tile	5,274	6.29	33,187.26
6	—	R0706 beige/brown grass 6 ft width	13,572	2.40	32,614.94
7	7	6 x 50 Poly sheeting mil clear	4,980	6.51	32,435.36
8	—	R0706 green/black grass 6 ft width	13,112	2.41	31,588.56
9	—	W6-6 ft Wood step ladder	1,168	26.50	30,950.54
10	—	10 BC Kidde fireaway extinguish	3,720	8.17	30,384.06

(Continued on page 41)

Power tools will continue to be a strong seller in 1983 because of holiday gift-giving promotions. At Maxway, Manchester, Ga., a year-round display lets the consumer sample the item before purchase. *(DSN photo)*

PMA®

PRODUCT MOVEMENT AUDIT

L&G

(Continued from page 38)

for their gardens.

"When the economy gets tight people take a closer look at what they spend their dollars on. That usually means they go back to the basic items," he said.

Fondran believes this austerity led to diminished sales of lawn trimmers, which was still a popular category in 1981. He said trimmers are still selling, but that the market was "too saturated" for the item to appear as a top seller on the Product Movement Audit.

The wholesaler reiterated the importance of promotions and rebates in moving inventory. Last year, for the second year in a row, Stem-Nickman put together a flyer for one of its customers and supplied it with all the goods advertised. A newspaper-distributed insert, it contained about 70 sku's of home improvement and tools. Fondran said the flyer campaign would probably be continued this year and may spread to other retailers.

Another Consideration

He said the attraction of home improvement items is that retailers can garner margins of 40% and 50%. He said weather was a factor to be reckoned with in this category also. In this case, the mild winter had an adverse impact on volume. He said items like weatherstripping and insulation suffered because when the mercury rises "who thinks of insulating the house?"

A growing item for Stem-Nickman, said Fondran, has been imported tools. He said the company's full-line of imports is attractive to retailers because of the lower tickets and higher margins.

A top seller in the import cat-

(Continued on page 41)

Appliance Biz Hurt By Air-Conditioners

CHICAGO—February shipments of most major appliances continued above those of last year, even though total shipments were 3.9% lower than February 1982, according to the Association of Home Appliance Manufacturers.

The decrease in total shipments was primarily blamed on room air-conditioners, where shipments were down 232,000 units or 64.4%. Room air-conditioner units were the lowest in February since the same month in 1962. The slowdown was tagged to an inventory carryover from last year's unseasonably cool summer.

Total major appliance shipments, excluding room air-conditioners, were up 7.7% for February and 14.1% for the first two months of the year, according to association data.

Products showing strong movement were waste disposers, up 28%; electric ranges, up 27.4%, and dishwashers, up 24.8%.

HAND TOOLS STRONGER.

MAJOR INNOVATIONS IN MERCHANDISING AND PACKAGING

Once customers are in your store, they'll see a merchandising display that's an industry breakthrough, built on a concept developed and patented by Stanley. It features dynamic new packaging that lets customers see, even feel, the quality of each Workmaster product, while it practically eliminates pilferage.

These brand new display units are flexible enough to create any size merchandising center. They set up quickly and give you return-per-square-foot no pegboard wall can match.

The Workmaster line is a new standard of excellence. From the simplest wrench to the Flip Drive™ ratchet to complete innovation in merchandising and packaging, it's designed to help you sell.

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STANLEY®
helps you do things right.

HARDWARE

9th Annual PMA

PRODUCT MOVEMENT AUDIT

L&G

(Continued from page 39)

egory was a 40-piece socket set, which had an average retail tag of $9.02. Fondran said his firm has been pushing the line with truckload sales and various special promotions. Wrench and socket sets and stationary tools are the leaders in this category, mostly because of their gift appeal, he noted.

Sales of Black & Decker products reflected that line's gift appeal.

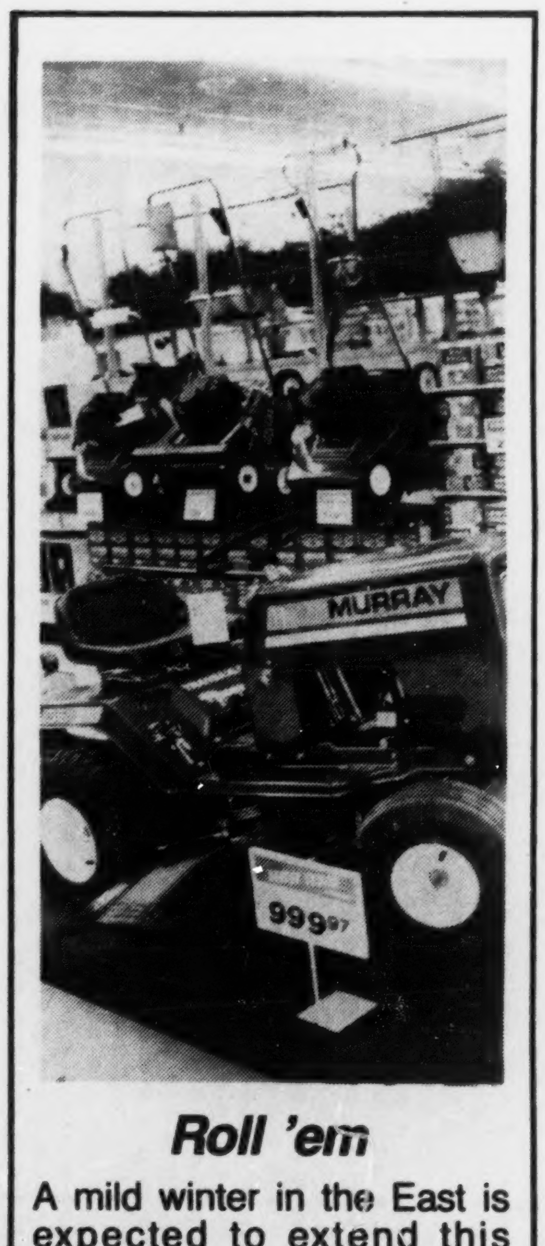
A perfect example, he said, was the Dustbuster, which jumped from fourth place on 1981's chart to No. 1 last year. The average retail price remained about the same: $30.35 in 1981 and $30.01 in 1982.

Besides the Dustbuster, a small vacuum cleaner used to clean up small messes, other items like a circular saw and a ⅜ variable speed drill were also strong achievers.

In paints, Fondran said the arrival of the Du Pont line to his warehouse has strengthened the category. He noted 1982 was the first year Du Pont sold its Lucite line through a middleman. He forecast the line would become his top paint mover for years to come.

One reason for the popularity, he added, was the manufacturer's ongoing consumer rebate program, this year $3 off on a gallon of paint. He said the quality associated with the product's name, along with the rebate program, were the chief reasons Lucite captured all but one of the top 15 slots on the Product Movement Audit.

The rebate program is expected to continue through 1983, and therefore Fondran said brisk sales should continue through this period.



Roll 'em

A mild winter in the East is expected to extend this year's lawn and garden season. At Maxway, Manchester, Ga., items were already on display at the beginning of March. *(DSN photo)*

ELECTRICAL

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	12/2 NM Romex w/grd 250 ft. per B	11,503	31.76	365,321.95
2	2	SL-1K Flor shop lit comp 40W-48I	7,104	15.57	110,612.31
3	8	34256 Norelco mercury vapor light	2,186	46.73	102,149.11
4	11	12/2 UF w/grd 250 ft. per box	2,045	45.20	92,442.00
5	4	50 ft. 12/2 Romex w/ground boxed	9,528	9.13	86,997.72
6	7	1/2 Conduit 10-ft. length	43,840	1.95	85,698.41
7	—	1215IV/270V grd duplex receptacl	92,280	0.58	53,756.93
8	5	DR600RS Lutron UL rotary dimmer	13,540	3.82	51,734.86
9	—	100 ft. 12/2 Romex w/ground boxed	2,391	18.58	44,428.96
10	—	206/43580 18/2 BRN cord-ext ind	45,732	0.88	40,086.59
11	—	1215 BR/270B GRD duplex receptacl	67,581	0.59	39,545.57
12	—	107/471 2¼ Bevel old work box	45,296	0.80	36,262.53
13	9	AP15X Flor U/cab fix W/D dutl	4,967	6.90	34,278.80
14	—	306/43586 6 ft. 18/2 white cord-E	36,426	0.88	32,947.15
15	6	U100 Aliance tena-rotor automt	542	58.72	31,823.62

HAND TOOLS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	TX9 Bernz fuel cyl	35,147	2.85	100,332.93
2	3	UL100 Bernz propane blow torch	8,557	10.67	91,321.671
3	1	T50 Arrow staple gun chrome	4,661	16.84	78,500.43
4	—	MP9 Bernz medina fuel cylinder	28,992	2.50	72,185.70
5	8	K110 USM multi-head rivet tool	8,435	7.93	66,867.80
6	6	8200PK Weller 100/140W soldergun	3,162	21.02	66,463.10
7	5	33-425/PL 425 stan tape PWRLOK 25	5,221	11.85	61,859.46
8	12	JT25 Bernz torch kit plastic box	2,540	22.39	56,875.26
9	7	33-116PL 316 Stan tape PWRLOK 16	4,552	10.02	45,604.72
10	11	10-099/99 Stan utility knife	13,861	3.07	42,554.56
11	9	33-212/PL12 Stan 12 ft. Powrlok TA	6,444	6.37	41,023.80
12	—	SB 201-4 Screwball driver w/socket	2,616	14.90	38,973.32
13	4	OX-2500 Bernz tote torch kit	973	38.87	37,816.02
14	—	215G Petersen 5 WR/10WR gift set	3,290	11.33	37,286.36
15	—	203 USM electric glue gun	4,000	9.05	36,184.44

Source: Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio, for calendar 1982, covering 900 stores, including 125 discount stores in the Midwest.

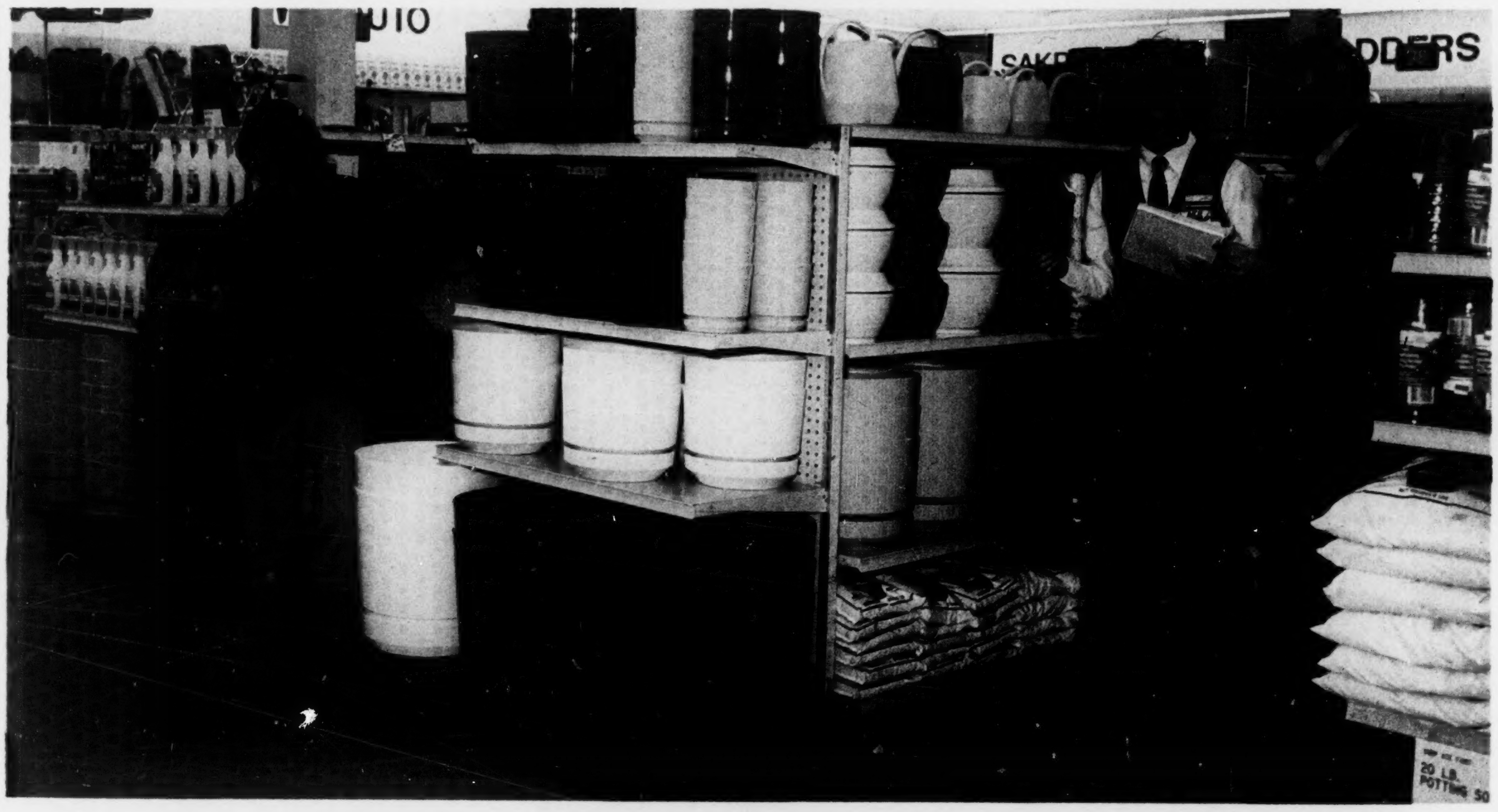
ROYAL TOOLS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	931 6 pc rubber grip S D S	4,940	2.65	13,068.00
2	404 6½" L N pliers	4,536	2.64	11,968.50
3	180 10 pc drill set	8,005	1.49	11,896.50
4	500 16 oz tubular st hammer	4,102	2.65	10,872.00
5	129 hex key set 18 pc	3,368	2.64	8,887.50
6	13 pc chr van drill set	3,317	2.65	8,779.50
7	92240 5 pc o e wrench set ch	3,299	2.63	8,691.00
8	409 6½ diagonal pliers	3,292	2.64	8,686.50
9	133 8" chrome adj wrench	3,180	2.62	8,340.00
10	688 8" slip joint pliers	3,067	2.64	8,094.00
11	420 7" linesman pliers	3,011	2.64	7,942.50
12	92241 5 pc comb wrench set c	2,948	2.67	7,878.00
13	922 2-pc rub grip screw dr	4,738	1.49	7,050.00
14	473 6" slip joint pliers	4,639	1.49	6,891.00
15	166 10-ft steel meas tape	2,440	2.62	6,391.50

IMPORTS*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	T440 TNT/SLS 40 pc socket set	25,954	9.02	234,199.50
2	DP3MJ 3S pd 8" drill press	1,735	101.83	176,683.48
3	T1150/T1151 2 ton hyd floor jack	2,520	56.38	142,069.49
4	T221/02-248 21 pc ¼ & ⅜ sckt	21,431	5.45	116,797.49
5	B-6CB/B-6-L tab 6" bench grinder	2,490	42.02	104,629.49
6	HVMBS – 4.5 tab metal cut bnd sw	356	248.07	88,312.50
7	MP2T/101A 2 ton cable hoist pulley	4,865	17.73	86,271.00
8	104A200-22 S/B 22 gal air compressor	171	488.00	83,449.50
9	BDM-58-5-S tab drill press 5 speed	356	170.00	60,667.50
10	834/RC121 tab ½ DR pistol grip	1,220	49.44	60,316.50
11	T40 INT/SLS 4" bench vise	4,327	13.19	57,090.00
12	FDM 58-125 tab drill press 12 spd	224	252.54	56,569.50
13	338-R Tab ⅜ dr reversible ratch	1,007	49.29	49,638.00
14	T400/40TD 40 pc tap & die set sae	3,583	13.54	48,528.00
15	964/DAS3 tab dual action sander	897	45.69	40,987.50

Average retail prices reflect typical price points for discount chains.
**Not included in PMA for calendar 1981.*



PLANTERWARE

How to maximize your profits in planterware sales

STRATEGY NO. 1
Stock 40 or 50 SKU's of the fastest-selling decorator plastic planters to maximize your profit yield per foot. Match your merchandise to your customers; continually weed out slow sellers, and add new sizes, styles, and colors, to achieve the optimum product mix for your store. Keep in mind that the average number of plastic planters per household has increased 230% over the past 7 years, and will continue to increase.

STRATEGY NO. 2
Stock more of the larger size plastic planters. Research shows that large containers have grown in sales more than the medium and small sizes because 77% of plant owners buy new planters for repotting plants that have outgrown their present containers.

STRATEGY NO. 3
Buy Garden Scene® planterware from the one company that helps you sell-through. Duraco Products supplies you with more than a full line of quality planterware. We stand behind you with new market research statistics, and the commitment to increase your bottom line profits.

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PMA®

PRODUCT MOVEMENT AUDIT

Telephones Become the Hot Line

Special DSN Report

If 1982 marked the onslaught of video games and personal computers, many believe 1983 belongs to the telephone.

Ma Bell is finally in the marketplace on her own—surrounded by insurgent retailers who want to capture her business. No more monopoly; no more protective layers of insulation from competition.

"Telephones have become very important—they're very, very hot," says Helen Henley, CE buyer for Stem-Nickman, a division of Ohio-based Cook United. She explains that video games remain strong and the personal computer market is still growing, but discount chain CE buyers are talking enthusiastically about phones.

While the 1982 Product Movement Audit figures don't really reflect this new-found love, Henley believes the flood gates will open in the third or fourth quarter, continuing into next year.

At least one industry survey supports her contention. Total sales of private consumer telephones are expected to reach $660 million this year and top $800 million by 1985.

The Reason Why

But, with the new market come new problems and uncertainties. Until recently, discount chains weren't sure that initial sales would be very large, so they weren't very aggressive. As a result, consumer electronics buyers have just begun to make a stronger commitment to telephones, albeit the more basic models.

"It's going to take consumer education for some time," Henley says. "People aren't yet confident that they can bring an unfamiliar phone into their homes and that it will work."

Henley predicts an even greater upsurge for wall phones, at least in the short-term. ITT's PC2554 Touch Tone wall unit captured the distributor's top slot last year with 1,536 moved, a 6.4% gain over 1981's leader. But, overall there was a 31% increase in movement among the top 10 selling telephones.

Six of the top 10 for 1982 were in the category of basic desk or wall models. Henley says consumers are buying those first to replace their existing home telephones.

"The more sophisticated ones—the ones with the gadgets—will probably be purchased primarily as gifts," Henley says. "But for personal purchases, they're going to stick with the basics for a while."

Beyond the basics is a glittering array of cordless, auto-dial and clock-radio telephones—to name just a few. Of them all,

(Continued on page 43)

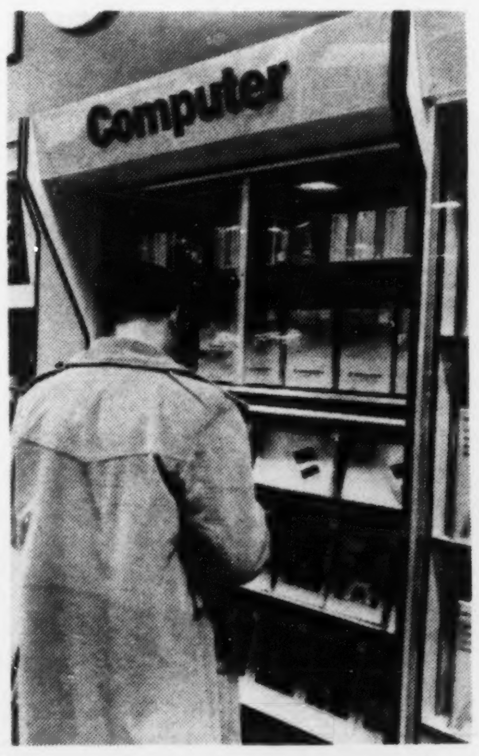
1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	COMPUTERS/VIDEO GAMES/PERIPHERALS			
1	879001 Atari CX 2600 Video Computer System ...	29,128	161.35	4,699.808
2	908001 Mattel 2609/5872 Intellivision	4,313	270.90	1,168,392
3	925001 Atari 800 Personal Computer System	1,442	773.80	1,115,819
4	932001 Commodore VIC 20 Home Computer	2,647	220.47	583,601
5	925002 Atari 810 Disk Drive	804	519.78	417,904
6	925039 Atari A400 Basic Computer	894	350.11	313,001
7	879031 Atari CX40 Joystick Controller	27,935	8.25	230,670
8	925040 Atari 410/1010 Program Recorder	1,651	87.19	143,956
9	932002 Commodore VIC 1530/C2N Datassette ...	1,390	74.62	103,722
10	939001 Wico 15-9714 Joystick	3,105	23.27	72,263
	TELEPHONES/ACCESSORIES			
1	ITT PC 2554 Wall Phone Touch Tone—White	1,536	53.92	82,836
2	ITT PC 2500 Basic Desk Touch Tone—Beige	1,422	53.04	75,423
3	GTE 72443/70421 Solitary II/IV AL/B	2,066	29.92	61,823
4	GTE 89422 Flip Phone II Brown	956	48.29	46,166
5	GTE 89421 Flip Phone II Almond	925	48.21	44,594
6	Extend-A-Phone EX3000 700 ft 1W RDMU	244	141.80	36,601
7	ITT PC500 Basic Desk Model—White	1,157	29.24	33,827
8	ITT PC500 Basic Desk Model—Beige	1,098	29.35	32,235
9	ITT PC230 Dial-in-Handset Touch Tone—White ...	523	52.53	27,473
10	Electra FF3500 Freedom Phone—Pocket Size	112	213.99	23,967

(Continued on page 43)

Rogers, Morton Shores, Mich., makes a three-pronged showroom display effort by showcasing stereo components with storage cabinets; locking more specialized equipment, VCR's, personal computers and video cameras behind glass, and shelf-displaying TVs and stereos. *(DSN photo)*

INTELLIVISION
TEXAS INSTRUMENTS
HOME COMPUTER CENTER

Four-sided display module prompts shoppers to test video games at the front of this Jefferson Ward store in North Miami Beach, Fla. *(DSN photo)*



Many discounters find computer peripherals are beginning to take on a life of their own. A widening market has, in some instances, led to separate displays, as in Gold Circle, Buffalo. *(DSN photo)*

Lucky Dividend

DUBLIN, Calif.—Lucky Stores recently announced a 29¢ per share cash dividend on its common stock, payable April 3 to shareholders of record March 14.

The company also declared its regular preferred dividend, payable April 1 to shareholders of record as of March 15.

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You'll get more than you bargained for.

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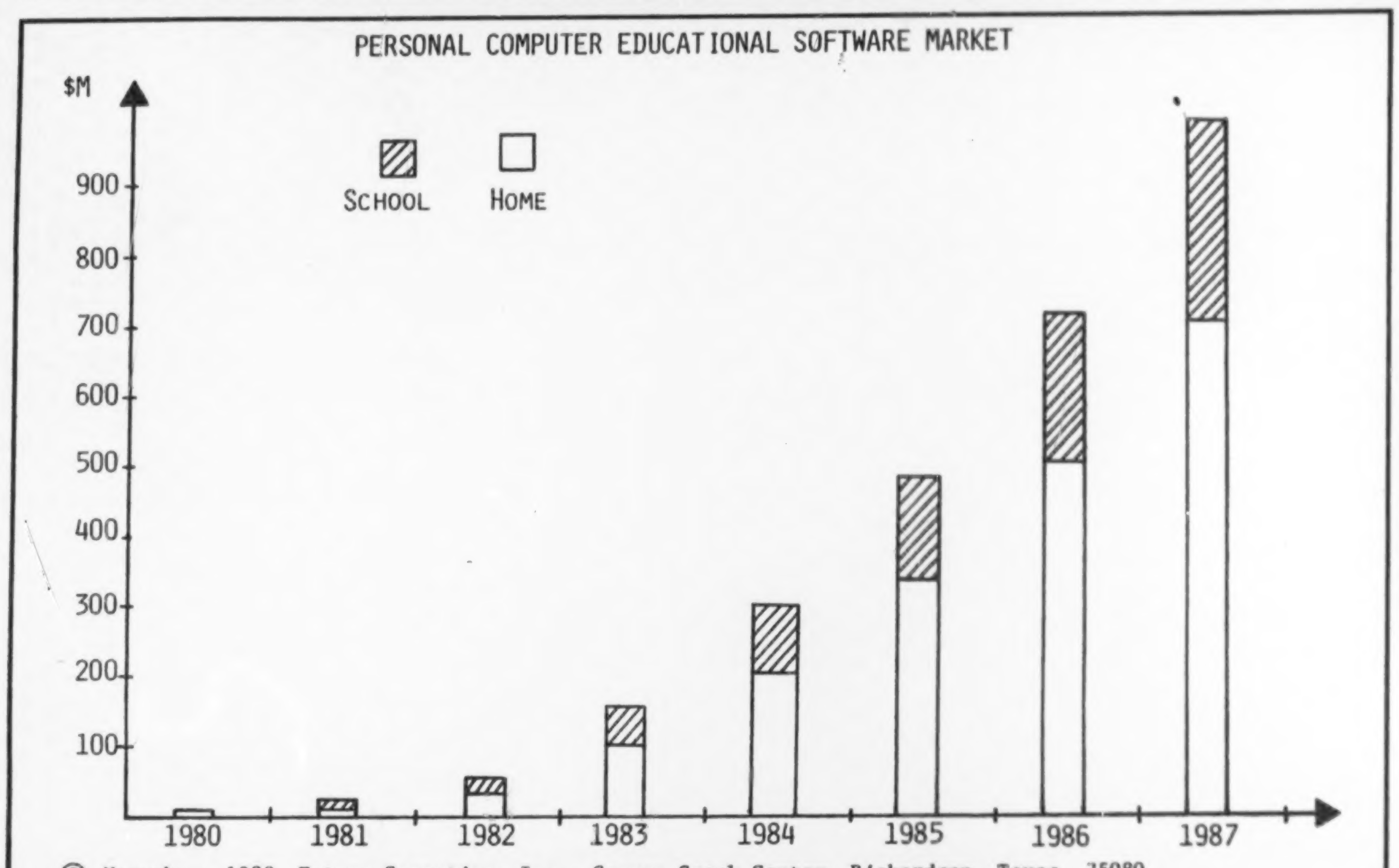

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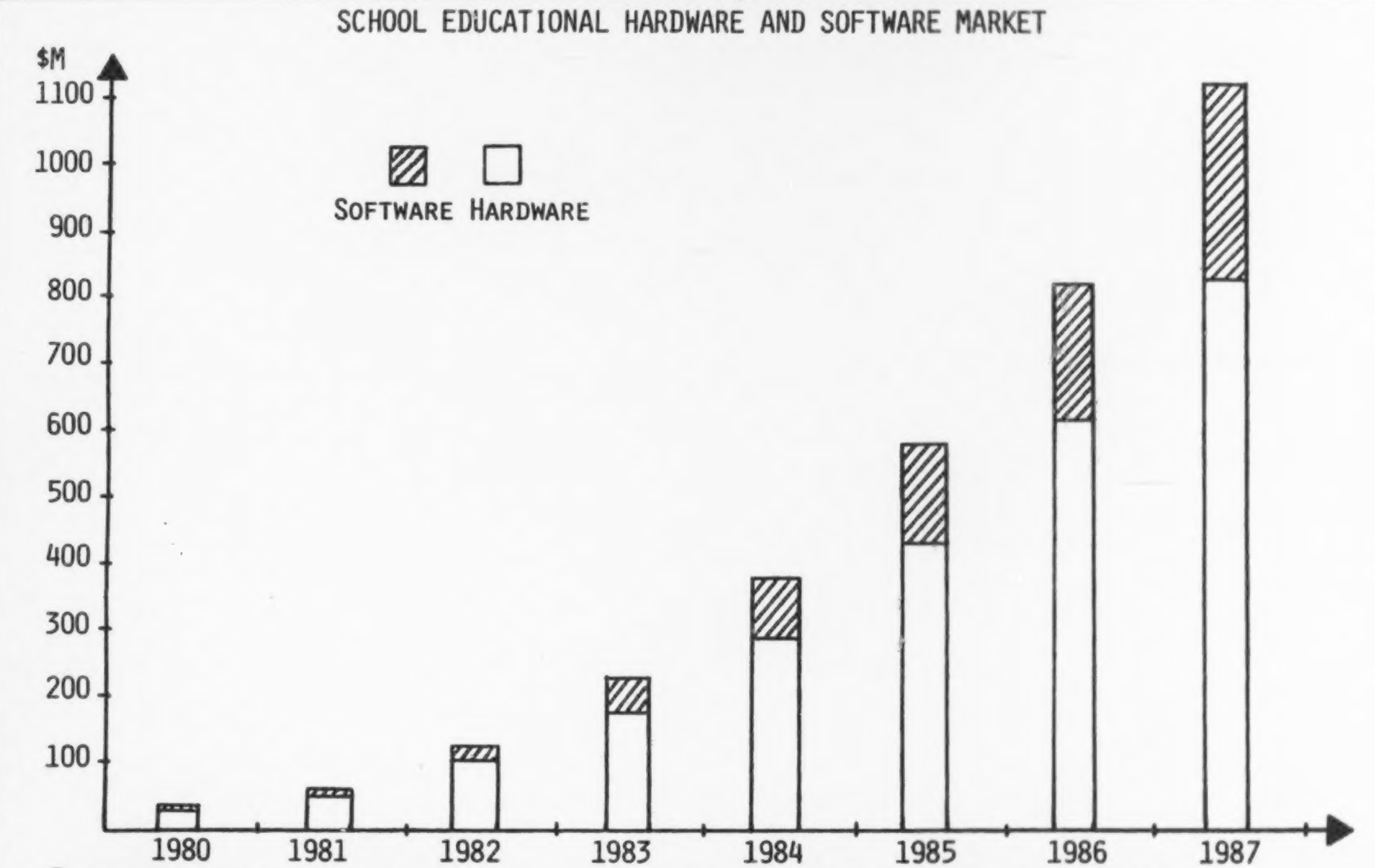

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tronics
Atari

Gold Circle uses locked glass cases with carpeted tops to display and store radios in its new Buffalo stores. *(DSN photo)*

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CALCULATORS			
1	Sharp EL 220/EL 200B Digital w/Memory, Sq Rt	10,328	6.34	65,499
2	Sharp EL 509 Scientific	3,742	16.86	63,100
3	Sharp EL 326 Solar Calculator	3,253	13.96	45,432
4	Sharp EL 323 Key Memory LCD	4,122	9.18	37,834
5	Sharp EL 824 Credit Card Calculator	3,537	9.60	33,948
6	Sharp EL 8180 Hand Held Printer	1,135	28.44	32,274
7	NSC NS99 LCD 8-digit w/Memory, case & btty	1,312	5.36	7,044
8	NSC 105 Thin 8-digit LCD Calculator	1,073	6.33	6,791
9	Sharp EL 1182 Printer w/display	44	75.63	3,328
10	Sharp EL 1192 Desk Top Print/Display	56	46.80	2,621
	SOFTWARE/GAME CARTRIDGES			
1	Atari CX2646 Pac-Man	49,653	30.56	1,517.554
2	Atari CX2609 Defender	17,071	30.55	521,648
3	Atari CX2674 ET	14,006	35.10	491,611
4	Parker Frogger	12,100	29.68	359,168
5	Activision AG010 Kaboom	15,089	20.81	314,140
6	Atari CX2632 Space Invaders	11,623	25.81	300,040
7	Activision AX015 Chopper Command	9,464	25.22	238,709
8	Activision AX016 Star Master	9,258	25.21	233,455
9	Atari CX2650 Berserk	8,715	25.97	226,348
10	Atari CX2655 Yars Revenge	7,777	26.00	202,211

(Continued on page 44)

Educational Software Market Explodes

RICHARDSON, Tex.—The educational software market for personal computers is forecast to reach the $1 billion mark within the next four years, according to a report from Future Computing.

While schools currently demand a greater share of the overall market, the rapid growth of home computers will create a trend. The report predicts that 70% of the 1987 educational software market will go to homes.

The study confirms the directions already seen by some retailers. Some discounters have indicated that educational programs will make up about 25% of their software/cartridge stock this year, up from roughly 10% last year.

"Parents see the home computer as an excellent tool for their children," said Dr. Egil Juliussen, Future Computing chairman. "This trend will increase as more families purchase computers."

The market researcher forecasts that a major influence in the home educational programs will be a new breed of games designed to entertain and instruct.

PMA®

PRODUCT MOVEMENT AUDIT

Telephones

(Continued from page 42)

only the cordless phones showed signs of life in last year's top 10 for the category.

The Extend-A-Phone EX-3000 won the honors, entering at No. 6 on the list.

"Right now telephones are the No. 1 priority for the mass merchants—they're really excited about them," Henley says. "But, they also have to figure out exactly how they want to display them; if they're going to walk away—things like that. But, it's a very hot category."

Meanwhile, video games and game cartridges remain dominant in consumer electronics with personal computers gaining strength. Henley says that while discounters have grown interested in the computers, they are also showing extreme caution because of a lack of sales service.

Recent price wars among the manufacturers have provided discounters with a powerful incentive to move ahead.

Says Henley, "I see prices

(Continued on page 44)

AS UNUSUAL.

Plus a full line of quality videocassettes.

In an independent test of all major brands of blank VHS videocassettes, reported by *Video Review*, Scotch Videocassettes were rated as, "a mostly superb tape formulation that boasts excellent signal-to-noise ratios…as well as the lowest center-of-tape dropout rate of any of the tapes tested."

Our high performance video tape comes in a full range of lengths in VHS and Beta. In standard and HGX-Plus High Grade Videocassettes. And in our new 8-hour T-160's.

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CONSUMER ELECTRONICS

9th Annual PMA

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	TAPE/BATTERIES/ACCESSORIES			
1	878051 Duracell D25F 30-D/32-C/48-9v/48-AA4 ..	460	290.71	133,727
2	836012 Memorex 3/90 Minute Cassette	8,956	7.57	67,765
3	878004 Duracell MN1500B4 AA Alkaline 4Pk	21,984	2.49	54,840
4	878001 Duracell MN1300B2 D Alkaline 2Pk	31,536	1.73	54,449
5	878002 Duracell MN1400B2 C Alkaline 2Pk	31,018	1.72	53,421
6	940001 BASF 54555 Videotape T120 2-4-6 Hr	3,607	13.22	47,688
7	878005 Duracell MN1604B 9v Aklaline 1Pk	23,244	1.69	39,290
8	838005 Certron C60/3 Cassette/Bg 3 60 min	37,111	0.97	36,164
9	838018 Certron C90/3 Cassette/Bg 3 90 min	17,405	1.70	29,653
10	878003 Duracell MN1500B2 AA Alkaline 2Pk	16,877	1.36	22,910

Source: Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio for calendar 1982, covering 900 stores, including 125 discount stores in the Midwest

Mfrs.' VCR Sales Double

WASHINGTON—Manufacturers' sales of video cassette recorders (VCR's) doubled in the past year, according to the Electronic Industries Association's Consumer Electronics Group.

The VCR's posted the most dramatic gain of all video categories, jumping to 246,797 units shipped during February.

The association also reported that projection televisions are on the rebound from a decline last year. Sales of the units during the first two months of this year showed a 55.4% gain over the first two months of 1982.

Read

CLASSIFIED ADS

every issue
in

Discount Store News

PMA®
PRODUCT MOVEMENT AUDIT

Telephones

(Continued from page 43)

continuing to fall with the growth of more sophisticated machines."

That sophistication has already begun to show itself not only in personal computers, but also in the continuing upgrading of the games and game cartridges.

The Atari 2600 continued its domination of the field in last year's chart, solidly hanging on to its No. 1 rating; Mattel's Intellivision moved up three notches from its position on last year's PMA to second.

Joining those two in last year's top 10 are three others: the Atari 800 and 400, and the Commodore VIC 20.

If there is any relative stability to the video game and computer industry, it's showing in cartridges. Asteroids, Space Invaders and Missile Command slipped only slightly from 1981 and retained a place in the 1982 top 15 games.

Pac-Man munched his way to the top of the list, joined by new entries E.T., Defender and Frogger.

Discounters are finding the cartridges to be a staple of their CE diet, and an area where they are strongly competitive.

"The personal computers are on the rise," Henley says. "The game machines will grow too, although with lower prices, not necessarily in volume.

Pension

(Continued from page 30)

companies of Target, Caldor, Bradlees, Venture and Gold Circle. The analysis is based on 1981 operations, showing change from 1980.

The 1981 average cost per company of its pension plan was $26.5 million in retailing, a 3.4% increase from the 1980 cost of $25.6 million. Reduced employment levels were in part responsible for holding down cost increases, the report notes.

Pension cost expressed as a percentage of pretax profits actually dropped in retailing, from 16.7% in 1980 to 16.6% in 1981. The average for all nonindustrial companies considered was 15.5%.

On a per-employee basis, retailers spent $420 on pension plans during 1981, a 7.1% increase from the $392 per employee spent the year before. A high number of part-time employees is one factor which separates retailing from other industries, as the nonindustrial companies studied paid out an average $1,428 per employee in 1981.

In covering the total accumulated benefits with company net assets, retailers assume an average interest return of 7.42% on pension plans and net assets average 91.3% of total accumulated benefits. This is slightly less than the 96.4% funded ratio in all nonindustrial groups in the study, which includes commercial banking, transportation and utilities.

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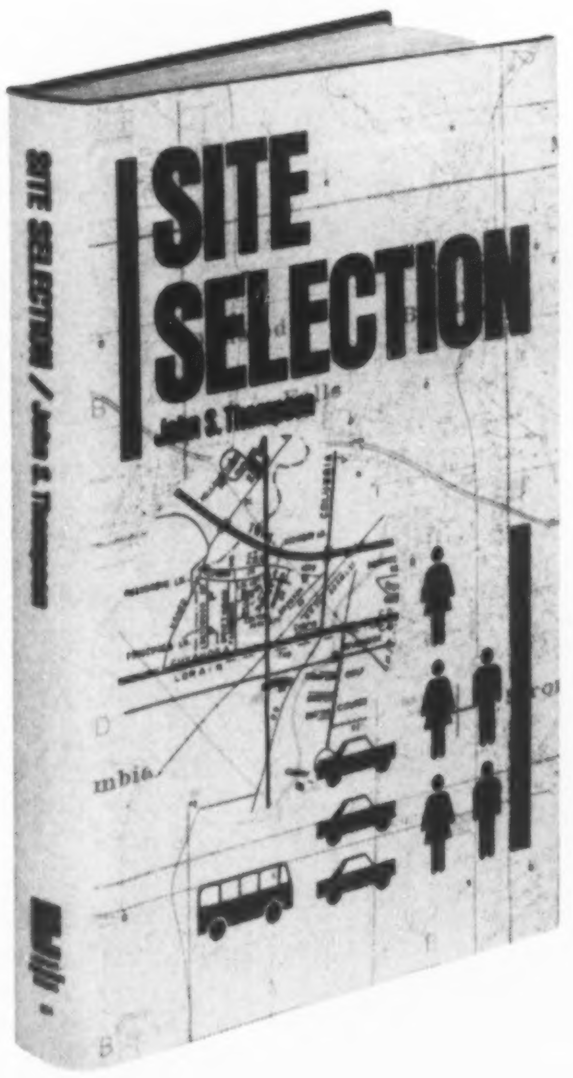

SITE SELECTION
by John S. Thompson

"Fortunately for his readers, John Thompson has created a book which is steeped in practical experience. He has avoided making it strictly an academic or theoretical presentation . . . this book will be a handy desk top reference for both the student of market research as well as those directly involved in site location analysis, real estate long-range planning, shopping center development, and real estate brokerage."

—Richard C. Biagi
Vice President, Real Estate,
Lucky Stores

Whether you're concerned with General Merchandise, Department Stores (of any size), Discount Stores, Supermarkets or Restaurants, there is a section of this book written specifically for your needs.

Site Selection brings together a wide range of classic methods to accurately forecast future sales. And Thompson introduces his never-before-published method—the "Normal Formula Method"—for more effective analysis of a proposed site.

John S. Thompson, a pioneer in site selection with Safeway Stores, has, for the past 22 years, been president of his own consulting firm in Los Altos, Calif. His clients cover the spectrum of retailing from Zodys to Alpha Beta to Host International.

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HEALTH & BEAUTY AIDS

9th Annual PMA

PMA
PRODUCT MOVEMENT AUDIT

Top Growth Area: Ethnic Hair Care

By M. Raymond Prendergast
President,
Boston Distributors

Health and beauty aids surpassed the $18 billion mark in 1982 with retail sales jumping 11% over 1981 results. Total sales at Boston Distributors, which approximated overall national growth, showed 28 categories recording gains and 11 categories declining during the year.

Our No. 1 department was once again deodorants with 6.4% of total H&BA sales and a 19% increase in 1982. Right Guard 10 oz. repeated as the top sku in the category followed by Ban Roll-On in the Nos. 2 and 3 spots. Sticks and solids showed the strongest growth on the listing, capturing seven of the top 15 positions, while roll-ons and aerosols took six and two rankings, respectively. Procter and Gamble made the largest gains with six positions vs. four in 1981.

Procter and Gamble repeated this strong performance in the shampoo PMA with four Head & Shoulders and two Prell put-ups on the listing. Revlon again took the top three slots in shampoos and conditioners by continuing to offer retailers strong promotional programs. Selsun Blue and Faberge's Organic shampoo jumped on the chart for the first time, contributing to the category's 9% rise in Boston's sales.

The year 1983 promises to be even better for shampoos as manufacturers are dedicating increased percentages of ad ex-

(Continued on page 50)

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		HAIR SPRAY			
1	1	Aqua Net Hair Spray Super 9 oz	164,184	1.23	201,946
2	2	All Set Hair Spray Gold Extra 19 oz	95,364	1.75	166,887
3	3	Miss Breck Hair Spray Super 9 oz	80,232	1.84	147,627
4	5	Aqua Net Hair Spray Reg 9 oz	109,152	1.23	134,257
5	6	Aqua Net Unscented Hair Spray 9 oz	99,240	1.23	122,065
6	7	Miss Breck Hr Spry Spr Unscntd 9 oz	57,768	1.84	106,293
7	22	Clairmist Hr Spry Unscntd (2.19) Prprcd	60,588	1.69	102,394
8	12	Mist Breck Hair Spray Reg 9 oz	52,332	1.84	96,291
9	4	Adorn Hair Spray Hard to Hold 9 oz	33,228	2.76	91,709
10	9	All Set Hair Spray Blue Firm 19 oz	51,816	1.75	90,678
		ETHNIC PRODUCTS			
1	—	Carefree Curl Moisturizer 12 oz	54,735	4.08	223,319
2	1	Dark-n-Luvly Relaxer Kit	40,592	5.06	205,396
3	8	Carefree Curl Moisturizer 8 oz	59,271	2.91	172,479
4	—	Carefree Curl Activator 12 oz	36,395	4.44	161,594
5	2	Sta Sof Fro Spray Extra Dry 16 oz	36,204	3.81	137,937
6	10	Carefree Curl Activator 8 oz	36,793	3.14	115,530
7	19	T C B Easy Curl Activator 6 oz	22,905	3.34	76,503
8	3	Pro Line Curly Kit	10,299	6.53	67,252
9	6	T C B Hair & Scalp Conditioner 8 oz	19,664	3.26	66,105
10	14	Classey Curl Curl Kit	7,457	8.67	64,652

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		SANITARY NAPKINS & TAMPONS			
1	3	Tampax Super 40's	122,784	3.23	396,592
2	2	Modess Stayfree Super Maxipads 30's	88,596	3.66	324,261
3	1	Modess Stayfree Maxipads 30's	80,736	3.66	295,494
4	4	Modess Stayfree Deodrnt Mxipds 30's	75,444	3.66	276,125
5	12	Tampax Original Regular 40's	84,444	3.23	272,754
6	5	Tampax Slender Regular 40's	76,284	3.23	246,397
7	6	Tampax Super Plus 40's	75,228	3.23	242,986
8	13	Sure & Natural Maxi Shields 30's	50,688	3.84	194,642
9	10	Modess Stayfree Minipads 30's	52,032	2.76	143,608
10	8	Carefree Panty Shields 30's	48,582	2.45	119,026
		ANALGESICS			
1	9	Tylenol Tablets Extra Strength 60's	85,626	3.69	315,960
2	1	Bufferin Tablets 100's	98,934	3.08	304,717
3	2	Anacin Tablets 100's	88,272	3.15	278,057
4	4	Tylenol Capsules Extra Strength 100's	39,018	5.89	229,816
5	3	Tylenol Capsules Extra Strength 50's	57,330	3.69	211,548
6	8	Tylenol Tablets Extra Strength 100's	41,196	4.99	205,568
7	10	Anacin Tablets 200's	30,426	6.03	183,469
8	5	Bayer Aspirin Tablets 100's	85,788	2.09	179,297
9	7	Tylenol Tablets 100's	50,016	3.48	174,056
10	6	Excedrin Tablets 100's	53,484	2.58	137,989

(Continued on page 50)

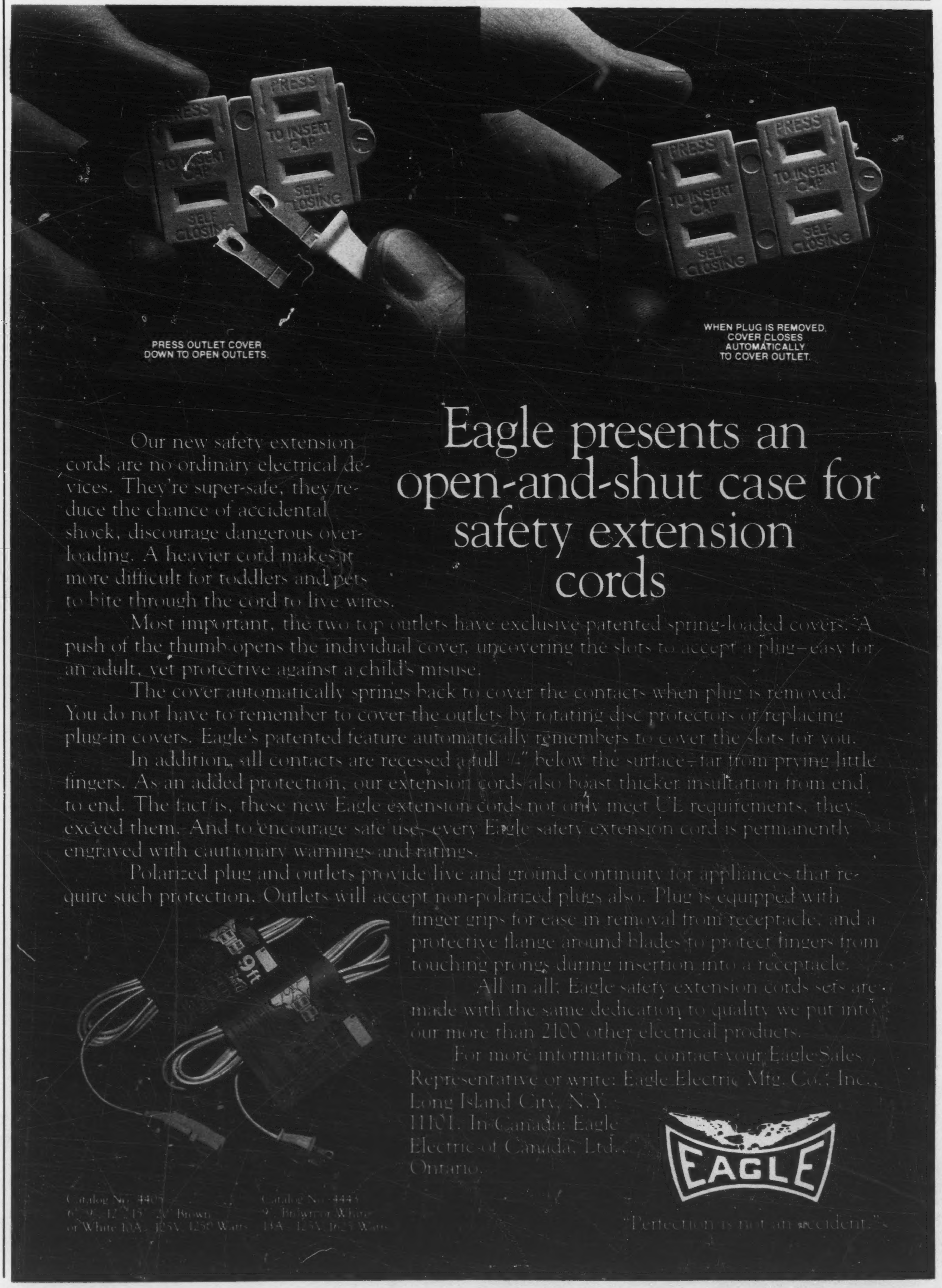
Wags Odd Lot Opening No. 3

ROCHELLE PARK, N.J.—Three former Two Guys executives will open the third store in their chain of closeout units called Wags Odd Lot.

The trio, Sal Merlo, Ronald Harris and Dick Saylez, plan to open the third Wags next month in Jersey City, N.J., using 7,000 sq. ft. in an ex-Two Guys store. Bradlees and a supermarket have already recycled most of that unit.

The two earlier Wags are a 6,000-sq.-ft. store in Weehawken, N.J., and a 5,000-sq.-ft. unit in Staten Island, N.Y. Both are in Pathmark-anchored shopping centers.

Wags is patterned after such closeout stores as the two-unit Job Lot Trading/The Pushcart in New York City and Odd Lot in the Greater New York Area.


PRESS OUTLET COVER DOWN TO OPEN OUTLETS.

WHEN PLUG IS REMOVED COVER CLOSES AUTOMATICALLY TO COVER OUTLET.

Eagle presents an open-and-shut case for safety extension cords

Our new safety extension cords are no ordinary electrical devices. They're super-safe, they reduce the chance of accidental shock, discourage dangerous overloading. A heavier cord makes it more difficult for toddlers and pets to bite through the cord to live wires.

Most important, the two top outlets have exclusive patented spring-loaded covers. A push of the thumb opens the individual cover, uncovering the slots to accept a plug—easy for an adult, yet protective against a child's misuse.

The cover automatically springs back to cover the contacts when plug is removed. You do not have to remember to cover the outlets by rotating disc protectors or replacing plug-in covers. Eagle's patented feature automatically remembers to cover the slots for you.

In addition, all contacts are recessed a full ¼" below the surface—far from prying little fingers. As an added protection, our extension cords also boast thicker insultation from end, to end. The fact is, these new Eagle extension cords not only meet UL requirements, they exceed them. And to encourage safe use, every Eagle safety extension cord is permanently engraved with cautionary warnings and ratings.

Polarized plug and outlets provide live and ground continuity for appliances that require such protection. Outlets will accept non-polarized plugs also. Plug is equipped with finger grips for ease in removal from receptacle, and a protective flange around blades to protect fingers from touching prongs during insertion into a receptacle.

All in all, Eagle safety extension cords sets are made with the same dedication to quality we put into our more than 2100 other electrical products.

For more information, contact your Eagle Sales Representative or write: Eagle Electric Mfg. Co., Inc., Long Island City, N.Y. 11101. In Canada: Eagle Electric of Canada, Ltd., Ontario.

Catalog No. 4405
6', 9', 12', 15', 20' Brown
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EAGLE

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HEALTH & BEAUTY AIDS

9th Annual PMA

PMA

PRODUCT MOVEMENT AUDIT

Ethnic Area

(Continued from page 49)

penditures and greater marketing efforts to the category. Lever Brothers is expected to go national with its test-marketed Dimension shampoo and back the brand with one of the largest advertising budgets ever. Vidal Sassoon is also expected to take its new dandruff shampoo national by midyear to stimulate plus sales in the medicated shampoo segment. Finesse, our top new entry in the conditioner PMA, has introduced a shampoo formulation which should also do well in 1983.

Related Move

Finesse is an excellent example of the dominant trend in the hair care market today. Virtually every major manufacturer, with the exception of Procter and Gamble, is marketing the line concept of a shampoo and a conditioner for each of its brands. Millions of dollars are being spent to convince the American public that it needs to use both products. We are now recommending merchandising the companion products together in order to have our customers capitalize on the investments being made by the manufacturer.

While line merchandising is being extended to include hair spray, we haven't incorporated these products into our planogram approach to shampoos and conditioners. Jhirmack, Vidal Sassoon and Silkience have all introduced hair sprays to capitalize upon their success in the hair care market. As yet, none of those brands have made a significant enough impact on the category to shake up our PMA, which continues to be led by Aqua Net (No. 1); All Set

(Continued on page 51)

BABY PRODUCTS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Q-Tips Cotton Swabs 300's	91,872	2.06	189,256
2	5	Baby Fresh Wipes 80's	56,304	3.09	173,979
3	3	J&J Baby Powder Economy 14 oz	74,844	2.27	169,896
4	2	J&J Baby Shampoo 16 oz	35,196	3.81	134,097
5	4	J&J Baby Powder Family 24 oz	31,476	3.58	112,684
6	6	Baby Fresh Wipes 40's	59,598	1.58	94,165
7	16	J&J Baby Oil Large 10 oz	26,466	2.92	77,281
8	7	J&J Baby Powder Large 9 oz	42,996	1.78	76,533
9	11	Vaseline Petroleum Jelly 3.75 oz	56,640	1.32	74,765
10	19	Diaperene Wash Cloths 150's	24,546	2.92	71,674
11	15	J&J Baby Oil Economy 16 oz	18,756	3.74	70,147
12	10	Vaseline Petroleum Jelly 7.5 oz	30,774	2.17	66,780
13	12	J&J Baby Shampoo 11 oz	23,796	2.77	65,915
14	23	J&J Baby Oii medium 4 oz	35,508	1.73	61,429
15	14	Desitin Ointment 4.25 oz	25,428	2.40	61,027

MOUTHWASH

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Listerine Antiseptic 32 oz	155,712	3.47	540,321
2	2	Scope Mouthwash 40 oz	109,500	4.33	474,135
3	11	Signal Mouthwash 24 oz	51,730	3.16	163,467
4	18	Scope Mouthwash 24 oz	50,736	3.16	160,326
5	27	Signal Mouthwash 32 oz	48,244	3.28	158,240
6	8	Cepacol Mouthwash 24 oz	47,040	3.20	150,528
7	6	Scope Mouthwash Family Size 18 oz	61,578	2.39	147,171
8	13	Listerine Antiseptic 18 oz	53,124	2.39	126,966
9	4	Listerine Antiseptic 24 oz	35,264	3.16	111,434
10	33	Signal Mouthwash 40 oz	20,880	4.33	90,410
11	10	Scope Mouthwash Large 12 oz	42,588	1.93	82,195
12	22	Listerine Antiseptic 12 oz	42,096	1.93	81,245
13	19	Listermint Mouthwash 32 oz	17,094	3.61	61,709
14	14	Listermint Mouthwash 18 oz	22,848	2.39	54,607
15	21	Listermint Mouthwash 24 oz	15,696	3.12	48,972

EYE & EAR PREPARATIONS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	Soflens Cleaning Tablets 24's	28,290	7.02	198,596
2	3	Bausch & Lomb Saline Solution 12 oz	48,984	3.25	159,198
3	1	Bausch & Lomb Saline Solution 8 oz	35,994	2.52	90,705
4	5	Bausch & Lomb Dsnfctng Sltn 12 oz	22,008	3.89	85,611
5	6	Bausch & Lomb Daily Cleaner 1.5 oz	26,748	3.19	85,326
6	2	Barnes Hind Wetting Solution	26,304	3.23	84,962
7	—	Soflens Cleaning Tablets 12's	17,520	4.63	81,118
8	7	Visine Eye Drops Plastic 15 CC	36,066	1.87	67,443
9	24	Flex Care 12 oz	17,514	3.55	62,175
10	8	Visine Eye Drops Plastic 30 CC	16,008	2.99	47,864
11	9	Bausch & Lomb Lubricant 0.5 oz	14,352	3.20	45,927
12	12	Preflex 1.5 oz	14,532	2.94	42,724
13	11	Murine Drops 0.5 oz	23,472	1.68	39,433
14	19	Barns Hind Clean & Soak 4 oz	11,394	3.40	38,740
15	14	Soaclens 4 oz	11,388	3.32	37,808

DIET PRODUCTS

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Dexatrim Extra Strength Capsules 20's	46,776	3.87	181,023
2	2	Dexatrim Extra Strength Capsules 40's	23,814	6.57	156,458
3	3	Dexatrim Capsules 28's	24,228	3.87	93,762
4	23	Dexatrim Extra Strngth Cffn Free 20's	22,116	3.87	85,589
5	13	Sweet-n-Low Packettes 250's	20,824	2.82	58,724
6	5	Sweet-n-Low Packettes 100's	39,444	1.44	56,799
7	7	Control Capsules 28's	13,248	4.17	55,244
8	4	Sweet-n-Low Packettes 500's	8,592	5.60	48,115
9	6	Control Capsules 14's	18,624	2.40	44,698
10	9	Appedrine Tablets 30's	15,972	2.79	44,562
11	8	Dexatrim Capsules 56's	6,594	6.57	43,323
12	14	Dietac Max-Strength Capsules 20's	10,248	4.17	42,734
13	11	Prolamine Super Strength Tblts 20's	13,236	2.99	39,576
14	16	Aqua-Ban Tablets 60's	11,172	2.99	33,404
15	49	No-Salt Salt Alternative 11 oz	9,204	3.03	27,888

(Continued on page 51)

Motion Displays Up Battery Biz

EVANSVILLE, Ind.—Motion displays for battery products accounted for 9.5% more unit sales than static displays, according to a recent study by Product Acceptance and Research.

Unit sales were greatest in mass merchandisers, which posted sales gains of 15.7%, compared to 9.1% for food outlets and 3.7% for drug stores.

The study measured alkaline battery sales in six mass merchandisers, six food merchandisers and six chain drug stores in Atlanta and San Diego, Calif.

Sales and share of market were monitored and audited during a four-week base period with no displays, and a subsequent two-week test period. During the test period half of the stores used static displays, while a comparable group of stores used motion displays.

The two test groups charged comparable retail prices for the batteries, and displays were erected and stocked by Union Carbide personnel.

A BUYER'S GUIDE

HOW TO MAKE A TOUGH DECISION

THE YEAR OF THE FLOOD

Portable kerosene heater sales are so hot, that everyone seems to be pushing them. We've counted 35 brands that, on the surface, look nearly identical.

And every one promises you "The Best Deal".

That's the tough part.

JUST WHAT IS THE BEST DEAL

Everyone knows it's not a deal if you can't get delivery when you need it . . . if you can't get parts and service for your customers . . . or if the product itself is cheap.

If you want a **real** deal, compare Toyokuni portable kerosene heaters and the support GLO International gives you. With Toyokuni, you'll get delivery when you need it. We guarantee it.

For the 83-84 selling season, we'll have new models and **new pricing** for the line.

WE DON'T STOP AT THE ORDER FORM

Some companies may seem to disappear after you sign the order.

Not with Toyokuni. GLO International provides **full** support:

- Self-selling, full-color cartons,
- Award winning P.O.S. support materials and product literature,
- Complete parts and accessories availability,
- Comprehensive limited warranty support,
- A national authorized service center program,
- Sales training films and pocket sales guides,
- And, attention getting P.O.S. films, that sell the product for you.

THE BEST PART OF ALL... SATISFIED CUSTOMERS

Toyokuni owners speak for the product, reporting an outstanding **96%** satisfaction rate.

Why? Quality.

Quality you can see and feel.

Stainless steel. Bright chrome. Tight seams. Flawless finishes. Precise assembly.

Quality in convenience and safety features; including the confidence of U.L. Listing on all models.

Your customers know that **Value** is **Quality + Price**.

That's Toyokuni.

DOLLAR FOR DOLLAR, YOU WON'T FIND A BETTER DEAL

We have the product. We have the experience. And, we're here to stay.

We have everything that you and your customers want, at the right price.

Call us, TOLL-FREE at **1-800-543-7897** (In Ohio 1-800-762-7846). We'll show you that the *right* decision is Toyokuni from GLO International.

HEALTH & BEAUTY AIDS

9th Annual PMA

NINA RICCI
health & beauty
FACTOR

Glass cases, track lighting and signing to emphasize name brands create a classy cosmetics department and a natural lead-in to H&BA at Grand Central, Salt Lake City, Utah.

1982 $ Rank	1981 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
BLADES & RAZORS					
1	1	Atra Cartridges 10's	106,932	4.08	436,283
2	3	Atra Cartridges 5's	137,700	2.05	282,285
3	4	Good News Razor 6-pack	140,772	1.79	251,982
4	2	Gillette Trac II Cartridges 9's	63,564	3.68	233,916
5	6	Bic Shaver 5-pack	219,996	0.88	193,596
6	5	Good News Razor Disposable 3-pack	185,784	0.92	170,921
7	7	Gillette Trac II Cartridges 5's	69,468	1.98	137,547
8	43	Atra 15's	27,540	3.87	106,580
9	11	Schick II Twin Cartridges 9's	30,768	3.43	105,534
10	10	Gillette Sup Stnlss Stl Dbl Edge 10's	35,148	3.00	105,444
11	9	Gillette Trac II Cartridges 14's	19,512	4.81	93,853
12	8	Personal Touch Refill Cartridges 4's	42,840	1.94	83,110
13	12	Schick Plus Platinum Injector 15's	18,624	4.08	75,986
14	28	Schick II Ultrex Cartridges 5's	36,756	2.04	74,982
15	14	Schick Plus Platinum Injector 7's	28,548	2.35	67,088
LOTIONS, CREAMS & MOISTURIZERS					
1	1	Oil of Olay 4 oz	74,880	4.65	348,192
2	2	Oil of Olay 6 oz	50,766	6.71	340,640
3	7	Vaseline Intnsv Care Ltn Reg 10 oz	95,496	1.53	146,109
4	5	Vaseline Intnsv Care Ltn Reg 15 oz	47,376	2.73	129,336
5	3	Noxzema Cream Jar 10 oz	47,754	2.35	112,222
6	4	Night of Olay Cream 2 oz	18,912	4.88	92,291
7	12	Vaseline Intnsv Care Ltn Ex Stgth 10 oz	46,404	1.53	70,998
8	8	Noxzema Skin Cream Special 14 oz	26,856	2.55	68,483
9	13	Wet Ones Disposable Towles 70's	37,416	1.59	59,491
10	31	Aapri Apricot Facial Scrub 2 oz	19,416	2.85	55,336
11	11	Jergens Lotion 15 oz	18,516	2.95	54,622
12	27	Soft Sense Extra Moisturing 10 oz	27,588	1.92	52,969
13	9	Keri Lotion 6.5 oz	15,948	3.26	51,990
14	20	Ponds Cold Cream 6.1 oz	14,424	3.24	46,734
15	41	Aapri Apricot Facial Scrub 4 oz	9,336	4.33	40,425

(Continued on page 53)

PMA®
PRODUCT MOVEMENT AUDIT

Ethnic Area

(Continued from page 50)

(No. 2), and Miss Breck (No. 3).

The concept of line merchandising is perhaps best applied in the ethnic category, where products such as Soft Sheen's Carefree Curl brand and M & M's Sta Sof Fro have taken the market by storm. Those hair care items, marketed toward blacks, represent Boston's No. 1 dollar growth category with a 38% increase in sales and 2.69% of total H&BA volume. In stores with strong black traffic, ethnic hair care will be the No. 1 H&BA department if the mix is assorted properly and if the lucrative allowances made available from the manufacturers are utilized for endcaps and case stack displays. The most successful promotions feature Dark-n-Luvly Kits and T.C.B. products in addition to Sta Sof Fro and our No. 1 line, Carefree Curl.

Upward Spiral

Boston's No. 2 growth category in 1982 was the eye care department which rose 32% in sales and captured 1.5% of our total volume. The only thing that grew more than sales in 1982 was the number of items available. Soflens Cleaning tablets were our No. 1 dollar item during the year while Bausch & Lomb's Saline Solution 12 oz. scored first in unit sales and second in dollars. The growth of the market has come almost exclusively from the soft lens segment as is evidenced by the slippage of Barnes-Hinds Wettings Solution for hard lens. Formerly the perenial frontrunner of our PMA, Barnes Hind's top sku fell to No. 2 in 1981 and to No. 6 in 1982.

Another long-standing PMA leader which dropped in 1982 was Contac 10's, falling to our No. 3 ranking in cough and cold

(Continued on page 53)

Empire-Crown Auto Unveils 51st Store

MINNEAPOLIS—Empire-Crown Auto, the automotive parts, accessories and service specialist, recently announced the opening of its 51st store in Owatonna, Minn.

The new Crown Auto store has 8,000 sq. ft. of retail, service and storage space, and six fully equipped automotive service bays. It offers a line of parts and accessories for foreign and domestic cars and has eight trained mechanics on staff.

Joe H. Adelman, president of the company, said the Owatonna store is the first new outlet to open this year, and may not be the last. He said the opening of two or three more stores later this year in the Midwest is being considered.

The company has retail stores in Minnesota, Wisconsin and southern California. It also distributes a wholesale auto parts catalog in 13 western states.

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Model 96-EU
PRICED FOR PROFITS...
TOYOKUNI T.M.
SALES SUPPORTED FOR SUCCESS
MEMBER OF
NKHA NATIONAL KEROSENE HEATER ASSOCIATION SM
GLO T.M.
INTERNATIONAL
DAYTON, OHIO

The Toyokuni 96-EU Convection heater expands the line to fill everyone's needs. Rated at 18,000 BTU/hr. this heater will give your customers the most heat for their money. More **Value** from Toyokuni.

Currently undergoing U.L. testing.

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The manufacturer reserves the right to make product modifications without notice.
T3-03A

HEALTH & BEAUTY AIDS

9th Annual PMA

PRODUCT MOVEMENT AUDIT

Ethnic Area

(Continued from page 51)

remedies behind Nyquil 6 oz. and 10 oz. The prime reason for the decline wasn't due to Nyquil, as might be expected, but rather to the surge of Sudafed tablets which went over the counter in 1981. Like Afrin in the nasal spray category, Sudafed's loyal following of users constituted a strong base for its entry into the OTC market. We expect additional growth in cold products in 1983 due to the approval for over-the-counter sale of Drixoral and Actifed.

In the analgesic category Tylenol repeated as the No. 1 brand in 1982 despite the tragedy that was associated with the brand. McNeil's marketing support, in addition to the tremendous amount of publicity received by the Tylenol name, has given them a positive consumer awareness second to none in the industry. Look for this brand to exceed its pre-scare 37% market share in 1983.

Promotions Upped

In the vitamin category, Lederle Labs' Centrum brand has again taken the No. 1 position with a dollar volume four times that of No. 2 Theragram M. Stresstabs, another Lederle product, took the Nos. 3 and 4 rankings. Miles Labs, a one-time power on our PMA, has restructured One-a-Day and will support the brand with extensive advertising to recoup market share lost to Lederle. We are also expecting to see the Geritol brand rejuvenated by its new owners, Beecham.

It has been stated that the H&BA business isn't affected by recessionary downturns in the economy. Discounters who identified the many opportunities available and developed merchandising strategies which capitalized on manufacturer investment in dollars and market expertise demonstrated the validity of this statement.

Sales by Category (1982 vs. '81)

1982 Rank	Product Category	% of Total Sales	% Change
1	Deodorant	6.44	+19
2	Shampoo	5.37	+ 9
3	Sanitary Napkins	5.20	+11
4	Analgesics	5.14	+10
5	Cold Products	4.66	+11
6	Toothpaste	4.24	− 5
7	Blades & Razors	3.03	− 1
8	Lotions & Moisturizers	2.98	−14
9	Hair Spray	2.97	+ 6
10	Antacids & Related	2.94	+ 6
11	Ethnic Products	2.69	+38
12	Hair Color	2.64	− 6
13	Baby Products	2.61	− 1
14	Mouthwash	2.60	+15
15	Creme Rinse & Conditioner	2.60	− 4
16	Trial Sizes	2.06	+32
17	Bar Soap	1.93	+25
18	Denture	1.82	+ 7
18	Vitamins	1.69	+24
20	Eye & Ear	1.50	+32
21	Hair Care & Related	1.18	+ 9
22	Laxatives	1.11	+14
23	Diet Products	1.10	+17
24	Suntan	1.08	−31
25	Feminine Hygiene	1.08	+14
26	Shave Creams	1.00	+ 8
27	Medicated Skin Care	0.88	+ 6
28	First Aid Bandages	0.84	+ 9
29	Curlers & Perms	0.81	−10
30	Toothbrushes	0.79	− 4

Source: Boston Distributors, for calendar 1982. Boston, a division of Cook United, Maple Heights, Ohio, covers 600 stores, including 360 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount stores.

NSGA to Launch '86 Spring Show

MOUNT PROSPECT, Ill.—The National Sporting Goods Association will launch a spring market show in 1986 that will rotate among several United States Sunbelt cities.

The association undertook an extensive study which showed the need for a spring buying event. To accommodate a spring show, the NSGA National Convention & Show will be rescheduled, beginning in the fall of 1985.

The schedule for the spring market is: 1986 in New Orleans, Feb. 13-15; 1987, Dallas, Feb. 20-22; 1988, Phoenix, Feb. 5-7; 1989, New Orleans, Feb. 27-29; 1990, Phoenix, Feb. 2-4, and 1991, Dallas, Feb. 21-23.

The NSGA is an international trade association representing sporting goods retailers and manufacturers.

Comfees
NO FOG

FACT: 2 OUT OF 3 CUSTOMERS ARE PROSPECTS FOR Comfees

FASHION HOLDERS AND ACCESSORIES FOR EYEGLASSES AND SUNGLASSES

Where else can you pack so much profit potential than with **Comfees** products featuring Eyeglass and Sunglass Fashion Chains, Beads, Cords, Repair Kits, Lens Tissues, Lens Cleaners, Foam Cushions, Ear Loks and Frame Tighteners.

Comfees displays are designed for the walls or counters, and each 2½ square foot display is guaranteed to bring plenty of fast turnover profits.

Send for complete information about all **Comfees** products for your store(s).

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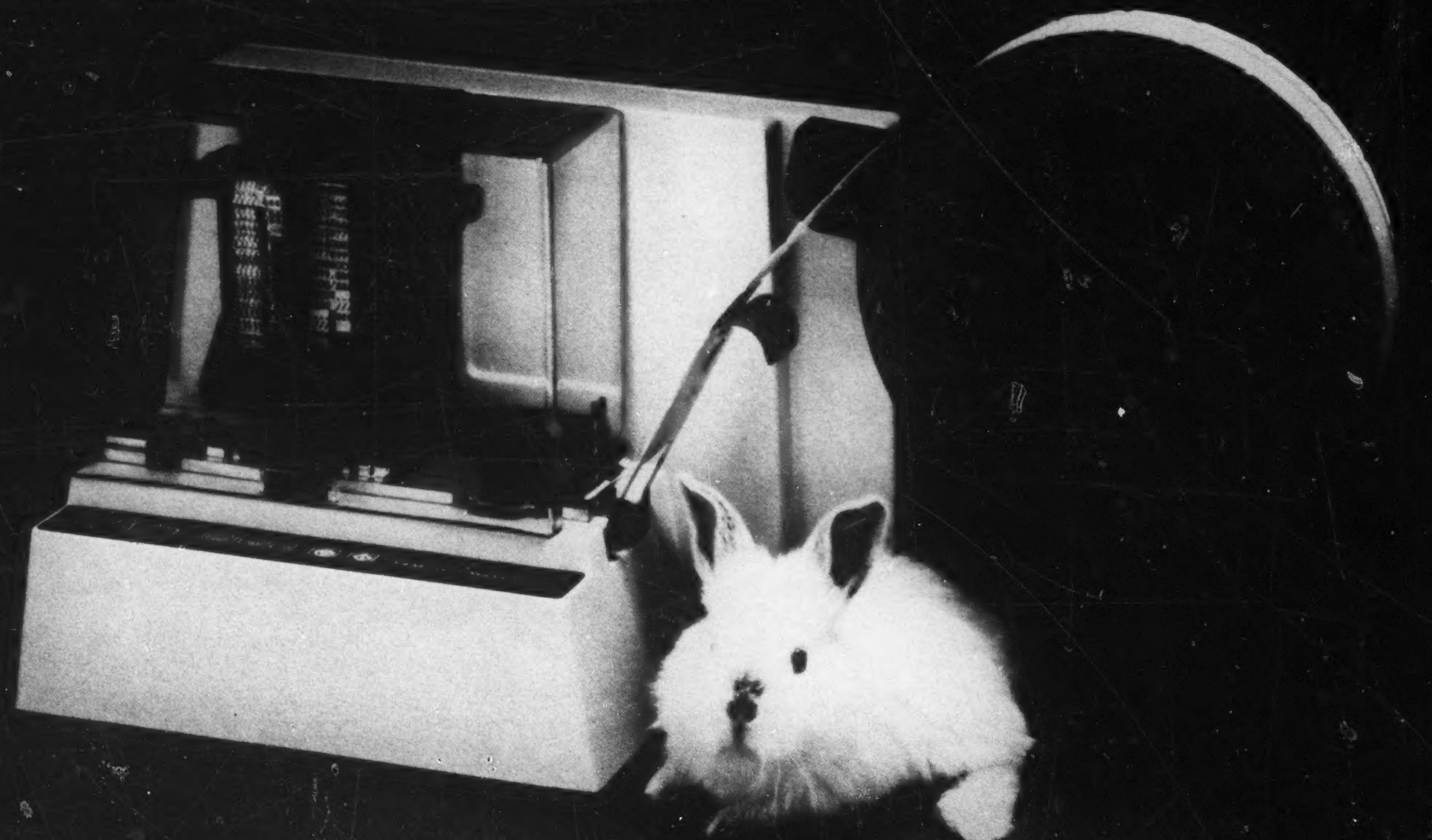


AUTOMOTIVE

Automobile seat covers are expected to have another strong year. More colors and styles are displayed in Bradlees, Hingham, Mass., by use of mock seats and display windows on merchandise. (DSN photo)

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Armor All protector	236,718	2.99	707,786
2	DuPont Rain Dance 14 oz	97,588	7.19	701,657
3	Gumout jet spray 13 oz	267,470	2.39	639,253
4	STP oil treatment 15 oz	269,147	2.29	616,346
5	Motorcraft oil filter	143,267	4.19	601,797
6	2-ton Hydraulic floor jack	10,570	54.29	573,845
7	16 oz Armor All protector	82,454	6.19	510,390
8	DuPont Rain Dance 12 oz	67,080	7.19	482,305
9	Snowwhite Lit 'n' Ez gal	32,034	13.99	448,155
10	Sealed beam, lrg round	135,204	3.29	444,821
11	Gumout carb cleaner	232,836	1.89	440,060
12	Turtle minute wax 18 oz	174,052	5.99	381,173
13	Quaker State deluxe 10W40	206,282	1.59	327,988
14	Rislone oil alloy 32 oz	116,990	2.79	326,402
15	AC oil filters	80,423	3.99	320,887
16	HD shell pst kit 14 oz	79,857	3.99	318,629
17	Sealed beam, large square	38,990	7.99	311,530
18	Fix a flat tire infl 16 oz	219,813	1.39	305,540
19	Gunk aerosol	138,949	2.19	304,298
20	WD-40 Aerosol 9 oz	115,715	2.59	299,701
21	Bars leak 12 oz	138,659	1.99	275,931
22	4 oz Armor All protector	155,709	1.69	263,148
23	One piece auto ramps, pr	11,904	21.99	261,768
24	Roberk wiper bld refill	119,028	2.19	260,671
25	Westleys bleach white	116,973	2.19	256,170
26	Black lo 15 oz	106,386	2.39	254,262
27	Freon, 14 oz	139,624	1.79	249,926
28	TMP sandable prim gray	124,168	1.99	247,096
29	Yale power strg fluid 14 oz	122,998	1.99	244,766
30	Sealed beam, low square	48,994	4.99	244,480
31	Lee oil filter	69,895	3.49	243,933
32	Warco dot brake fluid qt	62,026	3.89	241,281
33	Auto bulbs 2 on a card	237,846	0.99	235,467
34	Prest super flush pk 12	71,478	3.29	235,162
35	32 oz Armor All protector	26,129	8.99	234,899
36	Simoniz super poly, paste	29,249	7.99	233,699
37	Turtle Zip liq car wash	96,378	2.39	230,343
38	Bar leak 5½ oz	153,272	1.49	228,375
39	Warco dot brake fluid 12 oz	149,630	1.49	222,948

(Continued on page 57)

PMA®

PRODUCT MOVEMENT AUDIT

Seat Cover Biz Should Keep Rising

By HERB RECHTER
President,
Allied Accessories
And Auto Parts

Business was tough in 1982, but the first few months of 1983 have shown consumers' confidence in the economy is strengthening—and so is their spending.

Sales for the first quarter are ahead of what we did a year ago, but 1983 is still going to be a year where we work hard for every sale.

Gross margins were badly eroded in 1982 because of the promotional pressure retailers and wholesalers experienced; with consumer spending down, we both promoted to keep volume figures up.

To ease some of that pressure

(Continued on page 57)

CALENDAR

April 26-28
AGMC: Physical Distribution Conference, Hyatt Regency Memphis, Memphis, Tenn.

May 2-4
AGMC: Finance/Information Systems Conference, Hyatt Regency O'Hare, Chicago.

May 14-18
NRMI: National Mass Retailing Institute Annual Merchandising and Management Convention, Fairmont Hotel, New Orleans.

June 5-8
Summer Consumer Electronics Show, McCormick Place, Chicago.

June 15-17
AGMC: Personnel/Labor Relations Conference, Key Bridge Marriott, Arlington, Va.

July 8-13
Transworld Housewares & Variety Show, O'Hare Exposition Center, Chicago.

July 11-14
NHMA: National Housewares Manufacturers Association Show, McCormick Place, Chicago.

July 28-31
AFTMA: American Fishing & Tackle Manufacturers Association Show, Dallas Convention Center, Dallas.

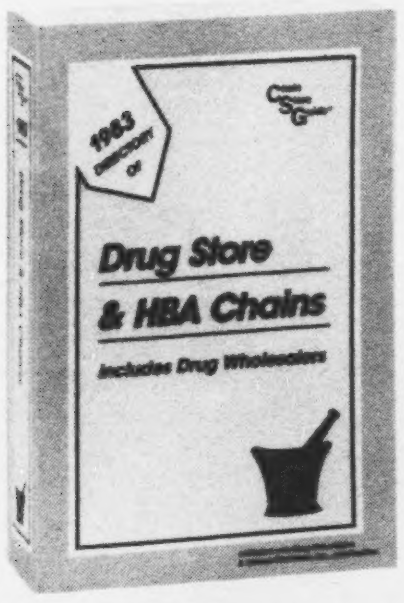
Aug. 14
DSN: Discount Store News' SPARC '83 Supplier Performance by Retail Category, Hyatt Regency, Chicago.

(Continued on page 57)

YOU CAN'T SELL THE MARKET WITHOUT KNOWING IT . . .
CHAIN STORE GUIDE DEFINES YOUR MARKET!

In view of the current recessionary business climate, you need to utilize every resource at your disposal to increase sales and keep overhead costs down. To make your business profitable in today's slumping retail marketplace, you must work smarter and operate more productively.
The "information explosion" that has impacted upon every business—new companies entering the marketplace, personnel movement, exciting new merchandising trends, mergers and acquisitions—must be controlled to work for you, not against you!
The new Chain Store Guides will enable you to achieve hands-on control of your business in the following ways:

1. *Providing your reps in the field with new leads and familiarizing your new people with the marketplace.*
2. *Compiling or updating targeted direct-mail lists aimed at a name, not a title.*
3. *Qualifying the respondents to your mailings on the basis of company size, number of units, sales volume, geographical concentrations, etc.!*
4. *Identifying the key decision-makers your sales team should be calling on.*
5. *Augmenting your sales program and sales services by using the guides as a telemarketing tool for your reps and support people.*



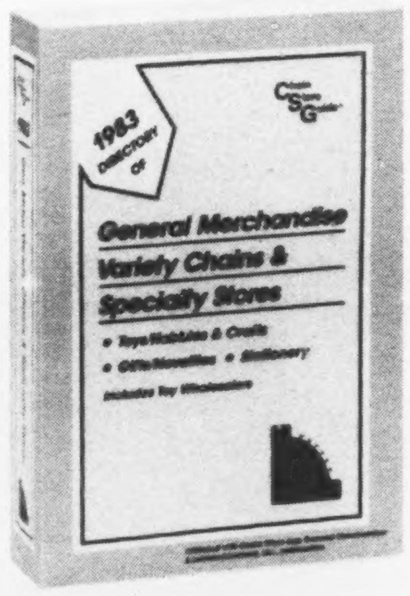
406 companies operating 8,282 units . . . 9,820 top executives, merchandise managers and buyers identified . . . 150 leased department operators . . . 28 catalog coordinators & 317 catalog showroom companies operating 1,583 catalog showrooms.

1983 Directory of
Auto Supply Chains
New Section Warehouse Distributors

863 gm/variety companies operating 19,494 units . . . 1,664 specialty store companies operating 5,902 units . . . 116 toy wholesalers . . . 10,348 top executives, buyers and merchandise managers identified.

1983 Directory of
Discount Stores
Includes Catalog Showrooms

2,593 companies operating 20,342 stores . . . 10,675 top executives, merchandise managers and buyers identified . . . 50 new chains published for the first time . . . product lines indexed!



1,900 jobber/retailers operating 21,000 units . . . 600 warehouse distributors . . . 11,000 top executives, buyers and merchandise managers identified . . . 20-category product line index.

Order your new Chain Store Guides today by using the coupon below.

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______	1983 GM/Variety Chains & Specialty Stores	$129
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Product Sold ______________ Date ______________

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AUTOMOTIVE

9th Annual PMA

PMA

PRODUCT MOVEMENT AUDIT

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
40	12 ft B cable slvd	26,662	8.19	218,361
41	Simoniz super poly liq	27,258	7.99	217,791
42	DuPont Rally poly liq 16 oz	28,144	7.69	216,427
43	DuPont Rally poly paste 14 oz	28,098	7.69	216,073
44	AC spark plug	126,271	1.69	213,397
45	Prestone brake fl 12 oz	106,958	1.99	212,846
46	Red hi 15 oz	88,272	2.39	210,970
47	Turtle color cack 16 oz	41,530	4.99	207,234
48	Champion spark plug	16,078	12.59	202,422
49	DuPont rub compound	87,095	2.29	199,447
50	5 gal Gas can flex spout	15,274	12.99	198,409
51	TMP sandable prim red	98,376	1.99	195,768
52	Johnson's wax kit 12 oz	45,840	4.19	192,069
53	STP gas treatment 8 oz	148,657	1.29	191,767
54	GM 8 cyl dist cap	34,693	5.49	190,464
55	Prime antifreeze	39,651	4.79	189,928
56	Roberk wiper blades	85,739	2.19	187,768
57	2 gal Gas can flex spout	31,000	5.99	186,289
58	Univ hand ckg conv kit	32,686	5.69	185,983
59	Complete lighter	33,821	5.49	185,677
60	Bottle gas line antifreeze	310,362	0.59	183,113
61	Lee oil filter	46,924	3.89	182,534
62	Snowite Lite 'n' Ez qt kit	36,072	4.99	179,999
63	TMP rubberized undercoat	58,232	2.99	174,113
64	Trailer harness kit	21,645	7.99	172,943
65	Liquid Turtle Wax 12 oz	57,550	2.99	172,074
66	Rain Dance weather grd 16	16,662	10.19	169,785
67	16 oz Armor All cleaner	4,106	2.29	169,702
68	Fram oil filter	34,958	4.79	167,448
69	GE silicone seal, clear	54,344	3.29	162,488
70	TMP Aero undercoat 16 oz	79,960	1.99	159,120
71	Dup Wht Pol Comp 12 oz	69,328	2.29	158,761
72	A/C recharge kit/Frson	22,623	6.89	155,872
73	Castle Mir Honey 14Z	51,998	2.99	155,474
74	8/RBL15Y Ch spk plg	12,238	12.59	154,076
75	GMB cy Tune-Up Kit	33,904	4.49	152,228
76	Delco 8 cyl tune-up kit	19,017	7.99	151,945
77	STP Gas Treatment 12 oz	75,847	1.99	150,935
78	GM combo tune-up kit	25,013	5.99	149,827
79	165PSI Air comp W/GA	4,994	29.99	149,770
80	8/RN12Y Replaced by #17424	11,655	12.79	149,067
81	9 oz Simoniz presoft	45,267	3.29	148,928
82	AC spark plugs, 8/P	11,824	12.59	148,864
83	SE 86 6 AMP battery charger	4,415	32.99	145,650
84	Sil custom wire set	8,277	17.39	143,937
85	Aerosol starting fluid	111,328	1.29	143,613
86	Gen Elec glass seal	43,374	3.29	142,700
87	D & L hand cleaner 14 oz	109,701	1.29	141,514
88	TMP sandable prim black	10,137	1.99	139,572
89	Sealed beam, low round	49,563	2.79	138,280
90	Rally cream wax 10 oz	32,679	4.19	136,925
91	Scraper/squeegee/snowbrush	68,204	1.99	135,725
92	GM Uniset OEM	13,585	9.99	135,714
93	Lee oil filter	38,808	3.49	135,439
94	Lee Maxi oil filter	29,346	4.59	134,698
95	DuPont car wash 8 oz	51,101	2.59	132,351
96	8/RBL17Y6 Champ plg	10,182	12.59	128,191
97	GMB cap & rotor ele ign	9,729	12.99	126,379
98	West, bleach white liq 32 oz	37,257	3.39	126,301
99	PF-47 AC oil filters	31,053	3.99	123,901

(Continued on page 58)

Seat Cover

(Continued from page 54)

this year, we are moving deeper into our import program where the margins are better.

Eventually, we would like imports to account for 10% of our mix, but that is several years away. But, we do expect import items to account for 3% to 4% of our mix by the end of this year.

We will also be continuously reviewing our inventory for slow-moving items that don't meet performance standards.

Overall, we expect 1983 to be another year for basic and staple item selling, as the annual product movement audit indicates. But, there will be some bright spots, individual products that the public is highly interested in.

Seat covers, for example, were a strong item in 1982, and we expect sales in this category to continue to grow throughout the year.

The seat cover sku's don't show up on the PMA charts be-

(Continued on page 58)

CALENDAR

(Continued from page 54)

Aug. 30-Sept. 1
APAA: Automotive Parts and Accessories Show, McCormick Place, Chicago.

Sept. 11-14
National Merchandise Show, Coliseum, New York.

Sept. 12-14
NRMI: National Mass Retailing Institute Loss Prevention Conference, Fairmont Hotel, New Orleans.

Oct. 1-4
28th Annual Sporting Goods International Show, New York Coliseum, New York.

Oct. 8-13
AGMC: National Convention, Marco Beach Marriott, Marco Island, Fla.

Oct. 20-22
PMA: Photo Marketing Association, Fall Seminar & Trade Show, San Antonio Convention Center, San Antonio, Tex.

Nov. 8-12
AFTMA: American Fishing & Tackle Manufacturers Association Annual Meeting, La Posada, Scottsdale, Ariz.

Nov. 16-18
NMRI: National Mass Retailing Institute Financial and EDP Conference, Dutch Inn Resort Hotel, Lake Buena Vista, Fla.

Feb. 18-21, 1984
Variety Merchandise Show, Coliseum, New York.

Feb. 18-20, 1984
National Back-To-School Merchandise Show, Coliseum, New York.

May 7-10, 1984
Premium Incentive Show, Coliseum, New York.

Now build added traffic, more sales with "performance guaranteed" Champions.

The world's best-known, best-selling spark plugs are now being sold with a money-back "performance guarantee."

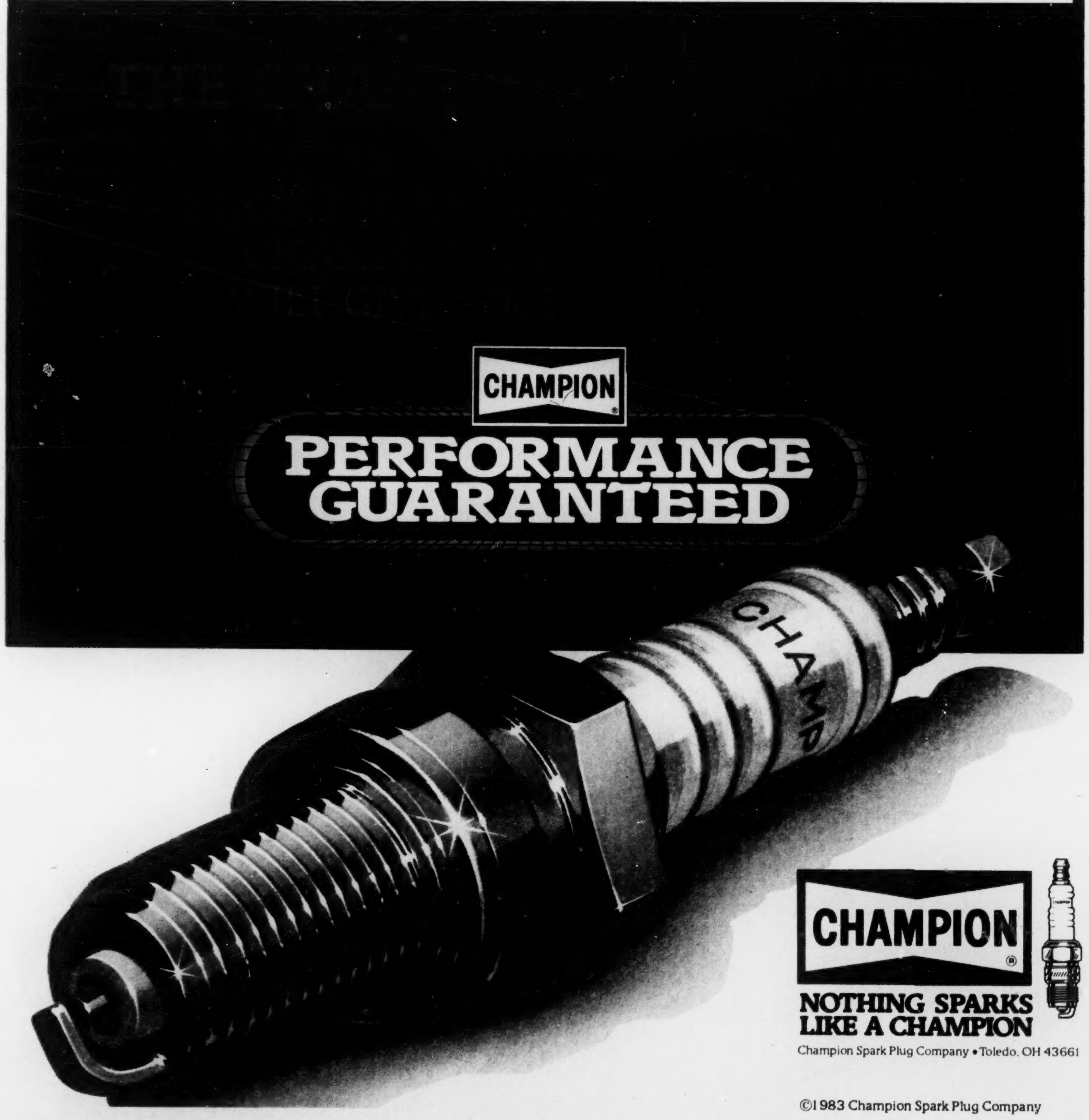
And it covers every popular spark plug Champion makes.*

This guarantee is a simple declaration of faith in the superb anti-fouling characteristics of Champion's long nose 'Copper Plus' design program.

Don't miss out on this chance to capitalize on Champion's unique offer. We're making sure the public knows about it. You can get all the details from your Champion representative. Call toll-free 1-800-835-2246, ext. 438. In Kansas, 1-800-362-2421, ext. 438.

Make sure you have plenty of stock on hand. And watch traffic and turns increase.

*Aviation and industrial plugs excepted.



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PMA

PRODUCT MOVEMENT AUDIT

Seat Cover

(Continued from page 57)

cause we carry so many colors and numbers, but as a classification, they have done very well.

We now carry 12 different models, with an assortment of colors for each model. We expanded the line earlier this year, in time for spring selling. Prices on covers range from $4.95 to $34.95 and we're finding a lot of interest in the goods at the higher end of the range.

Consumers are willing to spend some money to fix up car interiors. Cars are so expensive today, that many people are buying bare-bones, no-frill models. Then later, they're willing to invest a few more dollars and do some upgrading and styling themselves.

Along that line, we saw consumers willing to spend a little more for a better quality product.

In antennas, for example, our best-seller was a step-up model with a booster that sold

(Continued on page 59)

Bills in State Legislatures: A Mixed Bag

Following is a report on bills introduced in state legislatures, prepared by the Association of General Merchandise Chains.

BAD CHECKS

Arkansas: HB 608 would raise the threshold for felony convictions for issuing bad checks to $250.

Arkansas: SB 148, which would have required that the date an account was opened be printed on checks, has failed in the Senate.

Arkansas: SB 248, providing that issuing a bad check in the sum of $100 or more would be considered a felony, has passed the Senate.

Iowa: SB 124 would allow attorneys' fees to be recovered in bad check actions.

Kansas: HB 2419 would make issuing a worthless check in an amount in excess of $100 a Class E felony. Issuing a worthless check in an amount less than $100 dollars would be a Class EE felony.

Maine: LS 431 (SB 139) would permit imposing a $10 fee for bad checks.

Mississippi: SB 2407, making a number of changes in the bad check law including providing for a $10 service charge and for restitution, has passed the Senate.

BUSINESS CLOSINGS

California: AB 396 would prohibit an entity which employs at least 50 individuals at a single workshop from reducing operations or closing a work-

(Continued on page 59)

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
100	Wvnn carb clnr 113/4 oz	51,541	2.39	123,182
101	RR15 Roberk wiper bld refill	55,950	2.19	122,530
102	8/26 Autolite res plug	10,164	11.99	121,866
103	AC oil filters	30,463	3.99	121,547
104	Wheel wrench	24,272	4.99	121,117
105	AFL-91 Lee air filters	21,979	5.49	120,664
106	Thrush muffler	6,702	17.99	120,568
107	8/RJ12Y Ch spk plug	9,424	12.79	120,532
108	Marvel Mystery oil 16 oz	54,675	2.19	119,740
109	LF-24 Lee oil filter	30,731	3.89	119,543
110	3 sect antenna w/booster	13,282	8.99	119,405
111	8/N12Y Chmp spk plg	10,824	10.99	118,955
112	10AMP Battery charger	2,954	39.99	118,130
113	18" Roberk wiper blades	52,593	2.19	115,178
114	GE Silicone seal, black	34,953	3.29	114,995
115	PF-30 AC oil filters	28,539	3.99	113,870
116	Acme tire gauge	29,868	3.79	223,199
117	Blue poly liq sealnt 8 oz	17,121	6.59	112,827
118	AC spark plug	66,277	1.69	112,008
119	GE elect instant gasket	33,912	3.29	111,570
120	HP Lee maxi oil filter	22,727	4.89	111,135
121	Thrush muffler	6,162	17.99	110,854
122	Ton jack stand	19,930	5.49	109,415
123	HD toggle switch	39,092	2.79	109,066
124	Espree wr whl kit	21,853	4.99	109,046
125	Thrush muffler	6,055	17.99	108,929
126	29452(20)RV12YC(RBL13Y)CH PG	8,458	12.79	108,177
127	3 Sect Cprilng base ant	13,505	7.99	107,904
128	V-250 Chamois 2.5 sq ft	18,001	5.99	107,825
129	Snowite Lite 'n' Ez filr qt	24,430	4.39	107,247
130	Blue poly pste sealnt 8 oz	16,267	6.59	107,199
131	Prestone spray deicer	52,969	1.99	105,408
132	Fram oil filter	19,843	5.29	104,969
133	Body mount mirrors univ	12,934	7.99	103,342
134	TMP undercoating	45,089	2.29	103,253
135	Universal power antenna	2,937	34.99	102,765
136	Touchtone 80 musical horn	1,565	64.99	101,709
137	Truck mirror snapaway head	4,530	21.99	99,614
138	Ford 8 cy tune-up kit	24,693	3.99	98,525
139	Playboy blk air freshner	99,060	0.99	98,069
140	Marvel mystery oil	29,741	3.29	97,847
141	Pine Tree car freshner	164,948	0.59	97,319
142	Motorcraft oil filter	20,737	0.69	97,256
143	1 gal Gas can pulup spout	32,523	2.99	97,243
144	M-1-15 Motor Medic 1 150 oz	37,532	2.59	97,207
145	BTU Reddy heater	420	229.95	96,579
146	Turtle Was 14 oz	32,258	2.99	96,451
147	Mini-grease gun kit	11,504	8.29	95,368
148	Blue poly liq sealant 16 oz	9,540	9.99	95,304
149	Bug/tar remov Turtl 16 oz	43,421	2.19	95,091
150	Buff-N-Gloss 12V polisher	2,503	37.59	94,087
151	Uphol clr TurtArsl 14	34,473	2.69	92,732
152	Lee oil filter	19,431	4.79	93,074
153	Super Hd Shell liq 18 oz	21,095	4.39	92,607
154	AC oil filter	23,216	3.99	92,631
155	Wynn Trans sealer 11 oz	38,578	2.39	92,201
156	Gunk foam eng degreaser	44,029	2.09	92,020
157	AC oil filters	22,921	3.99	91,454
158	Multi-Serv grs 3/3-oz tube	35,016	2.59	90,691
159	Auto bulbs 2 on a card	56,815	1.59	90,335

(Continued on page 59)

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1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
160	Multi-purp GRs 14-oz cart	64,961	1.39	90,295
161	Micrft sprk plug res bk	53,417	1.69	90,274
162	Lighter element	30,994	2.89	89,572
163	12′ B CBLEDL X CL	5,257	16.99	89,316
164	Thermostat	40,636	2.19	88,992
165	Sun Inductive Timelite	2,157	40.99	88,415
166	Sun oil/temp/amp gauge	3,158	27.99	88,392
167	4 Pole Flat trailer conn	44,236	1.99	88,029
168	Chry Ele ign cap/RirV-8	13,154	6.69	88,000
169	11A (12A) TR-3 Resin glaze 1234	17,626	4.99	87,953
170	Sun Super tach II	1,750	49.99	87,482
171	7MM Sil cushion wire set	7,257	11.99	87,011
172	8P Turn signal flasher	46,016	1.89	86,970
173	Super funnel (31117)	43,678	1.99	86,919
174	TMP belt dressing 4 oz	51,404	1.69	86,872
175	Body mount mirror univ	10,819	7.99	86,443
176	Thermostat	39,194	2.19	85,834
177	Wynn Spitfire 12 oz	35,814	2.39	85,595
178	Lo-mnt trck mirror chrome	4,277	9.99	85,497
179	7MM hyp custom wire set	9,228	9.19	84,000
180	BP Turn signal flasher	46,016	1.89	86,970
181	Super funnel (31117)	43,678	1.99	86,919
182	TAC 34 TMP belt dressing 4 oz	51,404	1.69	86,872
183	Body mount mirror univ	10,819	7.99	86,443
184	Thermostat	39,194	2.19	85,834
185	Wynn Spitfire 12 oz	35,814	2.39	85,595
186	Lo-mnt trck mirror chrome	4,277	19.99	85,497
187	7 MM Hyp custom wire set	9,228	9.19	84,805
188	Permatex gasket cement #2	44,728	1.89	84,535
189	Quartz fog lite kit	2,812	29.99	84,331
190	Wynn pwr str fld 14 oz	42,240	1.99	84,057
191	Carded hose clamps 4/CD	49,546	1.69	83,732
192	3 Section Antenna 38″	17,763	4.69	83,308
193	Prestone brake fl quart	16,590	4.99	82,784
194	Top Post Hd Term 1/CD	82,729	0.99	81,901
195	All Chrome sport mirror	4,074	19.99	81,439
196	Thrush muffler	4,522	17.99	81,350
197	12 volt ashguard	22,026	3.69	81,275
198	TMP Spray chrome paint	29,096	2.79	81,177
199	Fiberglass resin pint	14,439	5.59	80,714
200	Grease gun lever act	10,090	7.99	80,619
201	DuPont 7 auto pol	25,250	3.19	80,547
202	Thrush muffler	4,461	17.99	80,253
203	Blue poly paste seal	8,033	9.99	80,249
204	Carb cleaner 13 oz	29,774	2.69	80,092
205	Ply/SH1 1-stp lq 16 oz	11,454	6.99	80,036
206	Liq wrench aero 12 oz	44,669	1.79	79,957
207	Bardhl aero carb & chdk hok	47,301	1.69	79,938
208	2″ Flex hose 6′	13,334	5.99	79,924
209	(25) 8/RBL17Y Champ plug	6,336	12.59	79,770
210	Blu Escort Cpt TF 104	4,184	18.99	79,454
211	Lee maxi oil filter	17,215	4.59	79,016
212	Rear-view mirror adhesive	39,681	1.99	78,965
213	8/25 Autolite res plug	6,572	11.99	78,798
214	7 MM Hyp custom wire set	44,814	9.19	78,445
215	2 ton Hydraulic bottle jack	7,427	10.49	78,381
216	Blk spt grp st whl cvr	15,660	4.99	78,143
217	Megjar car wax liq 16 oz	13,023	5.99	78,007
218	8/RF11Y Chm spk plg	6,059	12.79	77,494
219	Fibergl rep kit qt	6,453	11.99	77,371

(Continued on page 60)

PRODUCT MOVEMENT AUDIT

Seat Cover

(Continued from page 58)

at retail for an average price of $8.99.

We also saw a handful of items do well because they filled a niche in the marketplace.

The No. 12 item on last year's chart is an example of that kind of product. Turtle's 18-oz. minute wax in this, its first year out, did very well. We sold almost 175,000 pieces during the 12-month period.

Consumers like it because it's easy to put on. It seems to have captured a new share of the market: people who normally wouldn't polish their cars.

Otherwise, there are no surprises in the listing, particularly among the top items. They are all basic auto department items: oil filters, sealed beams, wiper blade refills, brake fluids, body polishes, and chemical additives.

Armor All Protector, the No. 1 item on the listing, continues to do an outstanding job and gets stronger all the time.

(Continued on page 60)

State Bills

(Continued from page 58)

place unless each of the employees received advanced written notice of the reduction or closure at least 90 days in advance.

CASH DISCOUNTS

Massachusetts: SB 12 provides clarification regarding giving of cash discounts.

CONSUMER AFFAIRS

Missouri: HB 636 deals with unconscionable acts or practices in connection with consumer transactions. It would prohibit a consumer from waiving or agreeing to forgo any rights or benefits granted under the bill and sets out criteria to be used by courts in determining whether an act or practice is unconscionable.

CHOKE SAVING

Michigan: HB 4115 would require all food-service establishments to post diagrams and instructions for applying the Heimlich technique.

EQUAL EMPLOYMENT

California: AB 398 would require all employers to continue employment of employees beyond their normal retirement dates if they so desire.

Illinois: HB 235 would make it an unlawful employment practice to engage in sexual harrassment.

Kansas: HB 2523 would make it an unlawful employment practice to limit or deprive a person of an employment opportunity because of age.

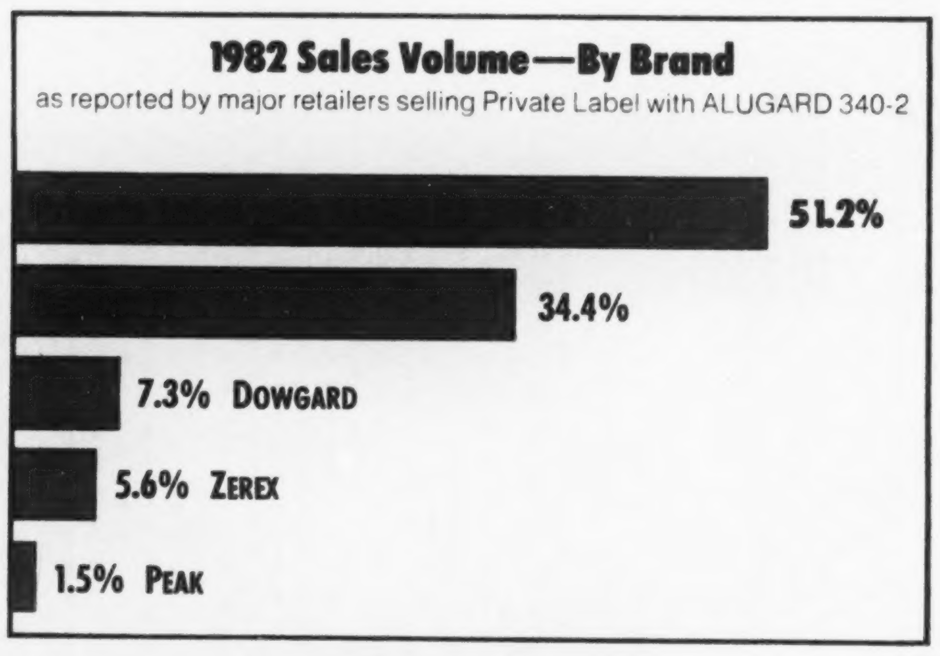
Maine: LD 679 (SB 237) would extend to all citizens regardless of their sexual or affectional orientation the same protections now guaranteed to citizens on the basis of race,

(Continued on page 60)

Can be your biggest profit-maker in 1983...

Last year, we introduced to the private label market a dramatically superior new anti-freeze/coolant. It was the first and only anti-freeze/coolant to combine private label identity and margins . . . with the proven sales appeal of a heavily promoted branded ingredient. And the combined impact was so enormous that every retail chain participating in the program reported significant increases in both sales and profits.

Here are the combined 1982 sales results for all the major retail chains that shared their specific results with us . . .



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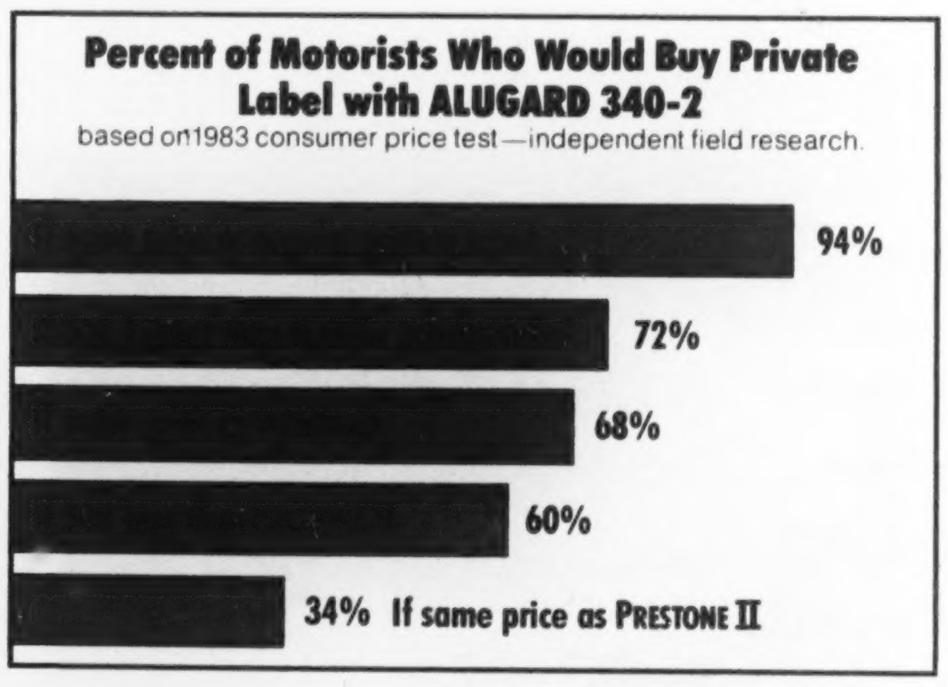
And the difference it makes.

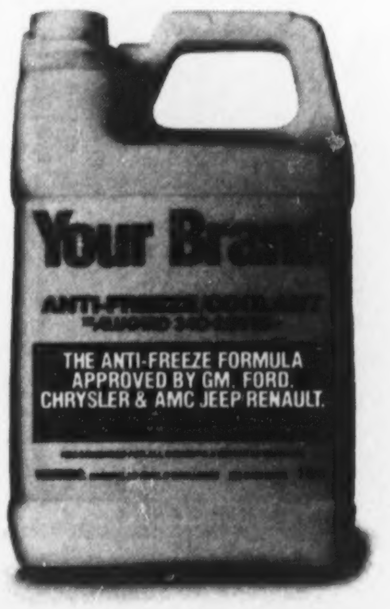
ALUGARD 340-2 is a revolutionary corrosion inhibitor that increases the long-term performance of anti-freeze/coolants. In fact, anti-freeze/coolant with ALUGARD 340-2 is so superior that it alone carries the unanimous approvals of GM, Ford, Chrysler and AMC/Jeep/Renault right on its label.

In 1982, motorists demonstrated a huge demand for anti-freeze/coolant brands containing ALUGARD 340-2. And after comparing label claims, they've also demonstrated their willingness to pay premium prices for brands with ALUGARD 340-2.



Never before has a private label anti-freeze/coolant offered you so much volume and profit potential. And you can make it your brand this year.

For full details, contact us at (800) 526-1072. In New Jersey, (201) 263-3400. Ask for Jim Domke. He'll tell you about ALUGARD 340-2 . . . and the major support program we're putting behind it in 1983.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FILTERS • PISTON RINGS • CASITE PRODUCTS • TOOLS

1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
220	21/4" Flex hose 6'	12,243	6.29	77,008
221	AC spark plug	45,526	1.69	76,938
222	Fram oil filter	14,523	5.29	76,826
223	Aerosol spray de-icer	64,539	1.19	76,801
224	Silicone wire set	4,149	18.49	76,715
225	7 MH Hyp custom wire set	8,238	9.29	76,531
226	Suntune 3" Face tach	2,381	31.99	76,168
227	Vyl top/Clr Tur Arsl 14 oz	28,170	2.69	75,777
228	7 MM Sil custom wire set	4,607	16.39	75,508
229	Armr All prtc/clnr twn/pk	8,890	8.49	75,476
230	Roberk univ washer pump	7,933	9.49	75,284
231	15" Wire wheel cover	3,138	23.99	75,280
232	Power liquid battery additive	31,418	2.39	75,089
233	Lcking gas cap	9,384	7.99	74,978
234	Push pull switch	31,360	2.39	74,950
235	TSX-BB AC spark plugs 8/P	5,935	12.59	74,721
236	WC100 Westley concentrat 16 oz	27,749	2.69	74,644
237	R44T-8B AC spark plugs 8/P	5,912	12.59	74,432
238	Rislone concentrate 15 oz	32,412	2.29	74,223
239	Transeal 12 oz	43,789	1.69	74,003
240	DuPont gas booster 12 oz	30,912	2.39	73,879
241	Prest heavy duty sealer	27,418	2.69	73,754
242	M16-16 Bearing seal 16 oz	24,645	2.99	73,688
243	FP101 Primer W/body filler	19,408	3.79	73,556
244	W1610-2 Mechanics creepr	4,932	14.89	73,437
245	Compass	16,710	4.39	73,356
246	Chilton rep manual 76-83	4,587	15.99	73,346
247	20" Sae chrm lug wrnch	9,173	7.99	73,292
248	TMP Silicone 16 oz	38,610	1.89	72,972
249	4637/72-5201 2½ gal gas can	6,635	10.99	72,918
250	PF-24 AC oil filters	18,240	3.99	72,777

Source: These automotive figures for calendar 1982 were supplied by Allied Accessories and Auto Parts, Madison Heights, Mich. Allied services over 2,500 retail outlets throughout the United States, 98% of which are discount stores' auto departments.

PMA®

PRODUCT MOVEMENT AUDIT

Seat Cover

(Continued from page 59)

DuPont's Rain Dance, in second and eighth positions, respectively, with its 14-oz. and 12-oz. sizes, is a steady bestseller.

These are the kind of wax and polish products in which the public seems most interested. The polymer waxes have been steadily declining for some time now. In fact, I think that most of the DuPont Rally poly liquid and paste we moved during the year (Nos. 42 and 43) was pipeline selling.

Probably the best selling poly in 1982 was Turtle's Color Back, a polish for older cars.

We have cut down on our poly assortment by nearly 50% this year. Instead of carrying several sizes from a manufacturer we now carry one.

Further down the list in 21st and 38th places, Bars Leak, a radiator sealant, totally dominates that market. It's the only product in that segment that continues to do really well.

State Bills

(Continued from page 59)

creed, sex or color. It would apply to discrimination in employment.

Michigan: SB 49 would require that when a person files a complaint locally, he must be informed of the procedure for filing a civil rights complaint under state and Federal law.

Missouri: HB 580 establishes prohibited acts of discrimination on the basis of sex by employers employing six or more employees and doing business in the state. It provides for certain remedies including recovery of damages and reasonable attorneys' fees.

New York: AB 100 would eliminate mandatory retirement due to age for most workers.

South Dakota: HB 1352 would prohibit discrimination in employment on the basis of handicaps, age or marital status.

South Dakota: SB 177 would revise the law regarding wage differentials which are permissable under the equal pay law.

HOURS OF WORK

Nevada: AB 128 would require employers to do additional reporting regarding total hours employed during a pay period. It would require noting the number of hours per day and the hours of overtime.

MINIMUM WAGE

Arizona: SB 1296 relates to the state minimum wage.

Maine: LD 489 (H 406) would establish a minimum wage for waiters and waitresses at three quarters of the prevailing minimum wage rate.

Nevada: AB 130 would change the basis by which retail commission sales persons are exempted from requirements dealing with overtime pay.

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Touch up your profits with new Dupli-Color Scratch-Fix.

As long as car-owners want to keep their cars looking new, you'll get sales action (and profits) with Scratch-Fix, Dupli-Color's new automotive touch-up for nicks and scratches. And you'll get your wide margin on a narrow product line; only 34 numbers cover the most popular recent models of GM, Ford and Chrysler.

Each applicator holds ½ oz. of highest quality acrylic lacquer paint in a leak-proof container. The color is computer-matched to car factory specifications, and the color of the applicator is an exact match to the paint inside. The applicator is virtually unbreakable, and contains a quality tapered nylon brush in the cap.

Scratch-Fix is available in your choice of assortments, carded or non-carded (see above). Order now through your regular Dupli-Color supplier. Dupli-Color Products, 1601 Nicholas Blvd., Elk Grove Village, IL 60007. (312) 439-0600.

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See Special Section: Pp. 2, 11-23

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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MAY 2, 1983

T.G. & Y. Plans to Close Up to 79 Stores in 1983

By BRENT H. FELGNER

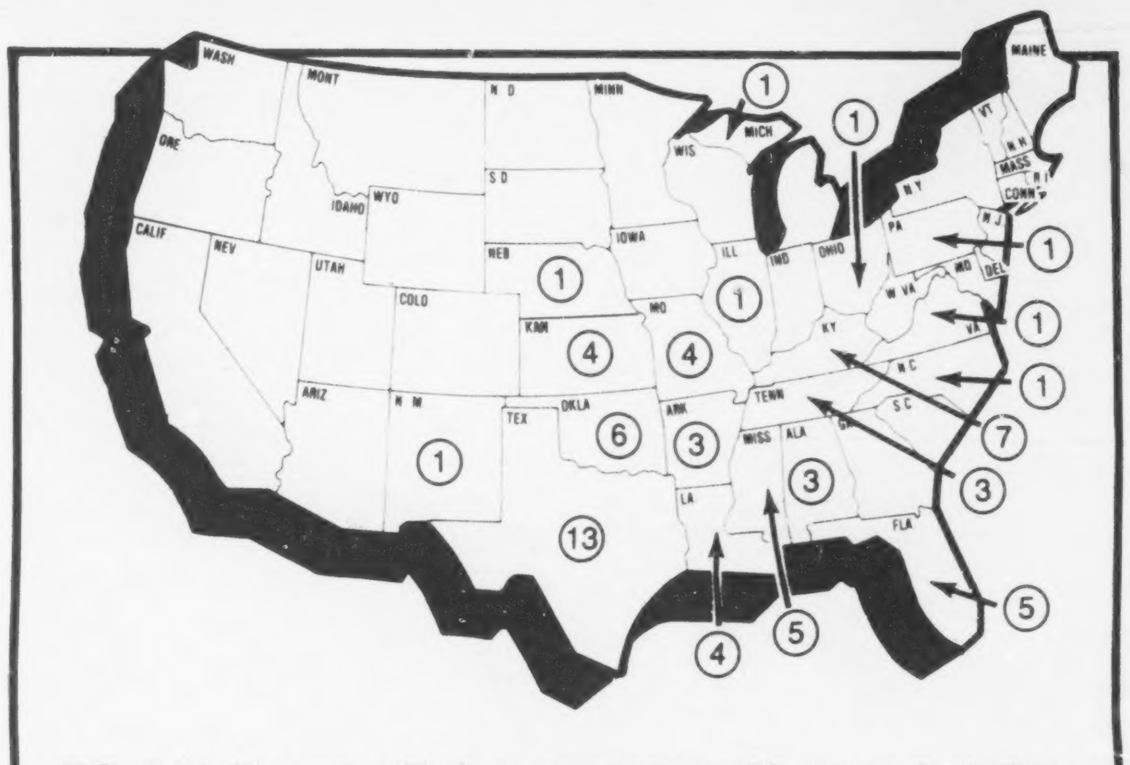
OKLAHOMA CITY—T.G. & Y. will close as many as 79 Family Center and variety stores this year, in the face of deep financial losses and pressure from its parent company, Household International.

Among the stores to be closed will be six in Louisville, Ky., effectively withdrawing the chain from that market.

The remaining closings will be scattered among at least 19 states, involving many of the chain's smaller and more remotely located stores.

About half of the closings are in stores described as hybrids by some industry observers—in the 20,000-30,000-sq.-ft. range. These stores were common during T.G. & Y.'s expansion from the smaller variety stores to the much larger Family Center concept.

Ten others fall in the 30,000-40,000-sq.-ft. range; 18 are variety stores under 20,000 sq. ft., and two are 60,000 sq. ft.



T.G. & Y. this year will close as many as 79 stores, including Family Centers and variety store units. As shown on map, they cover a wide geographical area. *(DSN map)*

Company officials have declined to comment on the closings.

The move comes following a financially disastrous year for the chain.

The general retailing group of Household Merchandising, the retailing arm of the parent

(Continued on page 29)

Computer manuals have a strong sales potential, according to buyers. However, they find the questions of which books to stock, and where to display them, aren't easy to answer.

Computer-Book Potential Is Seen Strong by Buyers

Special DSN Report

Book buyers are looking at new merchandising arrangements to correspond with the sudden sales growth of low-end computers in their discount chains.

Nearly all agree that computer books and manuals show strong potential—not only in individual sales and as add-ons to systems—but also as valuable tools in the sale of the system. As a result, they say at least some of the hundreds of available titles should be displayed with the hi-tech hardware in the consumer electronics department.

Some chains, such as Fedco, have already taken that step, working the books into CE as part of a carefully orchestrated merchandising plan. Many others are just beginning to consider the prospects.

Like their CE counterparts, the book merchants are moving into the new market slowly—unsure of exactly how, when or where the books should be merchandised.

"I'm sure it will develop into an important area," said Ken Kerns, buyer for Fishers Big Wheel. "It just stands to reason that when the discount store home computer market grows, so will book sales."

However, the problem for many of the buyers is that their chains haven't yet settled into the computer market as they still grapple with its highly volatile and largely undefined status. Until that issue is decided, the book buyers say their concerns will have to wait.

"It's just too early for us," said Alexander Rado, dmm,

(Continued on page 29)

Vendors Favor Proposed Prescreening

Catalogers Nix Nonbuying Show

Special DSN Report

A proposal to hold a nonbuying show for catalogers to just prescreen merchandise for their fall books has, so far, received a favorable "vote" from vendors, but an unfavorable one from catalog coordinators and independent operators.

Five of six coordinators and independent operators who responded to one survey turned down the idea while 59% of the vendors who answered another questionnaire favored such a show.

Don Moore, executive vice president of coordinator Jewelcor Merchandising, sent out a letter to 24 coordinators and independent operators proposing such a show and asked for comments. He reported that only one coordinator favored the idea while four coordinators and one independent turned it down.

"The first responses aren't favorable to those who want a show," he said, adding that a number of major coordinators and independents still haven't answered.

Philip Berman, head of P.J.B. Catalog Sales, a national rep firm, said that a survey he conducted among vendors showed that 59% of the respondents favored such a show and only 28.2% were definitely against the idea.

The proposed nonprofit show could solve a number of showroom industry problems created by the switching, starting in 1984, of the dates of the winter housewares show from Jan-

(Continued on page 29)

K mart Ups Photo-Lab, Home-Center Tests

TROY, Mich.—Apparently satisfied with early results, K mart is dramatically expanding a two-unit test of an in-store film processing mini-lab, believed to be the first of its kind in a major discount chain.

A. Robert Stevenson, vp, Government and public relations, confirmed the expansion, but declined comment on the location or number of stores involved. However, a source close to the test said a "significant" number of stores will be involved.

The process, known generically as a "one-hour daylight system," has been in place for the last six to eight months in

(Continued on page 6)

K mart is expanding its test of an in-store film processing mini-lab, using this Noritsu Quick Service System. It produces prints from exposed film in less than an hour.

By STANLEY STEINREICH

TROY, Mich.—K mart executives are laying the groundwork to implement a new in-store home center prototype nationwide.

Plans call for the new prototype, which was unveiled last year in the company's Rochester, Mich., store, to be inserted in 10 other metropolitan Detroit stores this spring and 40 more stores throughout the nation by year's end, said A. Robert Stevenson, a vice president and spokesman for the company.

The success of the 10,000-sq.-ft. self-contained test and the projection for profitability are

(Continued on page 29)

Digest

May 2, 1983

SPECIALTY DISCOUNTER CENSUS

- **The fast-growing specialty** discounter market is examined in detail in this annual *DSN* section on pp. 2, 11-23.

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Specialty Discount Chains Prepare '83 Moves

The hot specialty discount store market is taped in this issue, with store count and volume figures listed for leading automotive, apparel, consumer electronics, sporting goods and toy chains. In addition, chain operators give new-store plans and discuss merchandising trends. See stories on this page and pp. 11-23.

Bras 'n Things' Owner's Problem: Stay Small or Go For the Gusto

By MARILYN NEERMAN

FORT LAUDERDALE, Fla.—Bernard Pachter, owner and president of Bras 'n Things, the five-store off-price, intimate apparel chain, quipped, "I've been accused of operating very clean, almost antiseptic-looking stores."

There's a reason for it. For years Pachter owned a large clinical laboratory in the Northeast. After selling the lab to Revlon, he became president of its biomedical division.

When retirement and Florida beckoned, Pachter looked around for a business, "mostly to keep my wife busy," he said.

What he found, six years ago, was a one-store operation called Bras 'n Things on Hallandale, Fla.'s well-known "schmattah row," a strip center doubling as a mecca for bargain hunters.

Having made the transition from blood testing to off-price apparel retailing, Pachter said he's now facing another decision: whether to remain a small operation with stores primarily in Florida—Hallandale, Palm Beach, North Miami Beach and Pompano Beach—and one in Memphis, or to expand into more far-flung locations and become a much larger business.

The chain anticipates $3 million sales in 1983; Pachter said the bottom line is "well in excess of the national average."

The opportunity for growth is there.

"After store No. 3 opened in the Loehmann's Plaza in North Miami Beach," Pachter said, "the Loehmann's people began to notice us. We were doing a big business and attracting the same customers as Loehmann's. All our stores, except for Hallandale, are in Loehmann's Plazas."

Laura Pachter, vice president and head of corporate development of her father's business, said: "Loehmann's management is encouraging us to open in all its Plazas. There are 60 of them now with many more planned by 1990. Obviously, it's tempting, but it would mean a drastic change in our operation."

The Pachters have just committed for two more stores in

(Continued on page 24)

While Radio Shack is hopeful about its Phone Center experiment, its full-line c.e. stores, such as this one on Avenue of the Americas, New York, continue to ring up phone sales at a lively pace.

(DSN photo)

Radio Shack Tests 4 Phone Center Stores

By BRENT FELGNER

FORT WORTH—In a series of actions reminiscent of its early days in the personal computer business, Radio Shack has launched a test of four phone center stores.

A fifth is to be added by the end of June, when company officials are to begin assessing prospects for a major commitment to the venture.

Each of the stores—located in Fort Worth, Dallas, Louisville and Lexington, Ky.—maintains a fully staffed in-store service department. The approximately 80 personnel are already trained, coming from a small telephone interconnect company acquired by Tandy Corp., Radio Shack's parent, late last year.

The fifth test site, if opened, would probably be located in Louisville, where the company already holds an option on a site.

The store openings have brought a major expansion to Radio Shack's already existing telephone line, with the addition of systems for small businesses capable of handling up to 16 lines and 40 extensions.

"It's a totally different concept," said Garland Asher, Tandy's director of financial planning. "No retailer has ever tried it before and we don't know if it's going to work.

"The small end of the telephone interconnect business is totally fragmented. It's not

(Continued on page 19)

Lionel and Creditors Agree in Principle On New Reorganization Payment Plan

NEW YORK—The Lionel Corp. has reached a tentative reorganization agreement with its creditors committee in which the company will pay cash, preferred and common shares to cover debts reaching $139 million.

Lionel, which filed a Chapter XI petition in February 1982, proposed a repayment plan to its creditors a year ago which was refused. The new plan, which was agreed to in principle, provides for an initial payment of $70 million in cash, $10 million in preferred and common stock (about 35% of Lionel's common stock), plus annual cash payments reaching $45.5 million by 1994, estimated at $3 million to $5 million a year.

"The plan offers our creditors a fair, reasonable settlement and gives a reorganized Lionel the opportunity to continue as a viable factor in toy retailing," stated Michael J. Vastola, chairman and chief executive officer for the corporation, which owns Lionel Leisure and Consolidated Toy.

Before the agreement can be finalized, however, it must be drafted and accepted by creditors and presented to the bankruptcy court for approval, explained a company spokesman. He said he hopes this will occur before the end of 1983.

The reorganization plan also calls for the sale of Lionel's 82% ownership in Dale Electronics to the Acme-Cleveland Corp. for $43 million. At presstime, the two companies had signed a letter of intent, but the transaction was subject to approval from Acme's board and other Government approvals. Dale is a manufacturer of precision electronic components and isn't involved in Lionel's Chapter XI proceedings.

The initial plan Lionel's cred-

(Continued on page 20)

Child World Climbs to No. 2 In Toy Volume With $283M

AVON, Mass.—Child World climbed to the position of the nation's second-largest toy specialty chain last year, with sales of $283 million, a 29% sales jump over 1981.

The chain, which ranked No. 3 in *DSN*'s specialty chain census the previous year—with $220.3 million in sales—will open 11 new units in 1983. This will bring the company total to 90.

President John Chase pegs Child World's success to its "toy supermarket format." He said the stores averaging 36,000 sq. ft. "overwhelm the public in terms of selection and price on a year-round basis."

He pointed to the chain's "low expense structure," naming self-service and central checkout as essentials to the profit picture. He reported same-store sales increases in 1982 of 19% over the previous year.

In addition, the company was very well-positioned in 1982 to aggressively capitalize on the booming electronic business, said Chase. In fact, over 20% of last year's sales were in elec-

(Continued on page 23)

Eyes $200M by '87

ClothesTime Adopts Big 5-Year Sales Growth Plan

"This is the time the off-pricers—with so many of them out there— have to carve their own niche. We've done that."—
Gordon Nielson, president, ClothesTime.

ANAHEIM, Calif.—ClothesTime, the 107-store, $50 million, off-price women's apparel specialty chain, has put together a five-year plan, and it's an ambitious one.

Gordon Nielson, president of the chain since last year, said that between now and 1987 ClothesTime will hit sales of $200 million. Sales of the privately held company reportedly increased 75% in 1982. The goals for 1983 and 1984 are a 50% sales increase each year.

The five-year plan calls for opening approximately 35 stores a year, with the chain building a 275-unit spread by 1987, covering a dozen West Coast and Sunbelt states. ClothesTime currently operates in California, Nevada and Arizona. The chain just entered Phoenix, opening three stores in March; three more are planned. Stores in Texas, Colorado, Oregon and Washington are on the drawing board.

Nielson explained why ClothesTime—whose owners opened their first store in 1974 as an outgrowth of their back-of-the-van swap shop, or flea market, business—is now in a hurry to accelerate the chain's growth.

"With off-price women's apparel, we're in one of the fastest growing areas of retailing," said Nielson, "but with the big conglomerates like Dayton Hudson and K mart hitting the marketplace, and chains like Marshalls and Pic-A-Dilly expanding, we have to either grow or get pushed aside."

Predicting a shakeout among the off-price operations in this decade, ClothesTime doesn't intend to be among the casualties.

"We have an edge over some of the competition," explained Nielson. "This is the time the off-pricers—with so many of them out there—have to carve their own niche. We've done that. We're a true specialty operation in that by catering, with casual apparel, primarily to young, fashion-oriented teenagers and young professionals, we have a narrower customer focus than competitors such as

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SPECIALTY CHAIN CENSUS

CE: Item Explosion Is Problem

Nationwide DSN Report

Business has never been better—the products never more exciting—but many consumer electronics specialty merchants are groaning louder than ever about the state of the marketplace.

CE technology has taken off at a frantic pace, forcing retailers to do the same. Decisions about buying or dropping lines, price points and available floor space are made almost hourly, they say.

Computers and video games still dominate the new lines, which have grown to include home video and telephones. Older, more established lines have been somewhat eclipsed in the rush.

The retailers say their business has become a maze, much like the one traveled by Pac-Man in his efforts to score points while evading power pellets. For the merchants, the points are profits; the power pellets are their distributors and competitors.

"There are wider assortments in the product line now than ever before," says Glen Hemmerle, vp and gm, Sam Goody. "With the tremendous price drops and product fluctuations, it's a real challenge to try to stay ahead of it."

Like many chains, Sam Goody has expanded its assortment to include video games, computers, telephones and home video, changing a mix once dominated by audio.

In fact, only a handful of chains has elected to stay out of some of the new areas, preferring to wait for the market to settle down. Even though the decision has been made, they admit to spending much time second-guessing such a strat-

(Continued on page 18)

Radio Shack Dominates Expansion

Chain	Number of units April '82	April '83	Dec. '83	Fiscal 1982 Sales (millions)
Radio Shack	6,363	6,542[a]	N.A.	$2,265[b]
Circuit City/Lafayette	49	49	N.A.	240[c]
CMC Stereo	55	56	56	70
Schaack Electronics	60	60	N.A.	65
Pacific Stereo	89	83	83	N.A.
Tech Hi-Fi	78	76	74	N.A.
Sam Goody	33	35	40	N.A.
Newmark & Lewis	19	20	21	N.A.

[a] Includes openings of Radio Shack stores and computer centers through February 1983. [b] For calendar year 1982. Radio Shack's fiscal year runs June-June. [c] DSN estimate. N.A.—Not available.

Source: DSN research.

Auto: Female Patrons Seen Growing Market

BATTERIES · TUNE UP
TIR

Nationwide DSN Report

Automotive specialty chains, coming off a profitable 1982, are expecting brisk sales to continue well into 1983 and at least through the early part of 1984.

Growth will be tagged to the opening of more stores, increasing sku's of accessories and making a play for the growing number of female buyers.

Executives from many of the chains surveyed said this year and next will be crucial for many consumers who have older cars in need of repair. They say the nationwide recession has taken its toll on new-car buying during the past few years, and many people will be faced with a do-or-die situation: buy or repair.

The industry seems to be placing its bet on the latter. "Interest rates for new cars are just too high for the average consumer," said one midwestern chain executive. "Most folks can't afford a $10,000 car at a 12% or 13% interest rate."

Repair toots some new horns these days. Once the domain of the professional mechanic, the rise of the DIYer has forced many chains to reshape their image.

One chain breaking from the pack is Fleenor's in Indianapolis, Ind. The 50-unit chain has already upgraded about half of its stores, giving them a fresh coat of paint, adding more lighting fixtures and new easy-to-read signing.

"Our remodeling program is well under way and is aimed at what we consider to be a growing market: the female buyer," said a company spokesman.

He said the chain's research indicated more women were entering its stores, and that they required more service and a better shopping environment.

The push for female custom-

(Continued on page 16)

Apparel: Conglomerates In

By **MARILYN NEERMAN**

Look for more competition in the fast growing off-price apparel retailing segment. In the past year alone, five heavy-hitting multibillion-dollar retail conglomerates made their bids for a share of this business:

- Last December K mart launched the first of its Designer Depot stores in the Detroit suburbs and announced another 30 were expected to be operating by the end of 1983.
- Dayton Hudson chose Los Angeles as the site of its fledgling Plums chain with three stores opening in March 1983. Billed as The Elegant Discounter, Plums offers customers savings of 20%-50% and such amenities as sales assistants, individual fitting rooms and contemporary decor.
- Associated Dry Goods announced a pending agreement for the purchase of Loehmann's, the grande dame of the off-pricers, now cutting out a $260 million sales chunk of the off-price women's apparel business.
- Best Products, the top volume catalog showroom operator, acquired a small Virginia-based chain named Ashby's and has been working on two prototype stores—3,500 and 10,000 sq. ft.—prior to announcing firm expansion plans.
- Toys "R" Us, following the success of its in-store children's apparel area, has announced the fall 1983 debut of an off-price children's wear operation tentatively named Kids "R" Us.

What Dayton Hudson, K mart, et al., are after is a segment of what is generally agreed to be the fastest grow-

(Continued on page 23)

Mervyn's Heads For $1.5 Billion

Chain	No. of Units April '82	April '83	Dec. '83	Sales (millions) Fiscal '82	Fiscal '83*
Mervyn's	82	93	109	$1,336	$1,500
Marshalls	108	140	175	830	1,085
T. J. Maxx	69	87	116	350*	440
Loehmann's	56	61	68	260*	285
Hit or Miss	263	291	342	174*	235
Pic-A-Dilly (It's-A-Dilly)	200	250	260	N.A.	N.A.
J. Brannam	39	29	44	85	N.A.
ClothesTime	72	107	135	50*	75
Off The Rax	71	72	72	36	39
Filene's Basement	6	10	13	N.A.	N.A.

**DSN estimate. N.A.—Not available.*

Source: DSN research.

Sporting Goods: Expansion Keys Sales Growth

Nationwide DSN Report

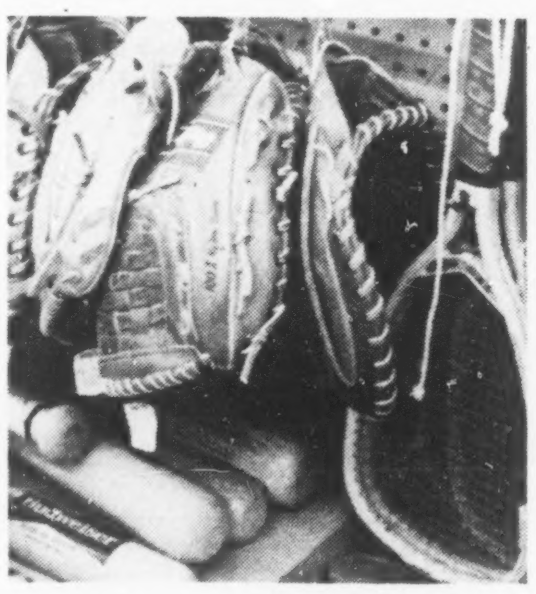
The sporting goods business is still strong for specialty retailers, who expect sales to pick up momentum in '83 and '84.

Since industry volume kept growing at a rate of over 10% annually through the economic downturn, retailers say an approaching economic turnaround combined with chain expansions will boost sales and profits this year and next.

For 1982 and for the future, expansion was and is the key to growth for the majority of sporting goods specialty operations. Michigan, for example, won a 42% sales gain last year by increasing its store count 50% to 15 units from 10.

This year the chain will add three units. Another smaller chain, Brendamour's, garnered a sales gain of over 40% after boosting its store count to 18 from 15.

Herman's held its position as the top volume sporting goods chain with a 13% increase to



$275 million for 1982.

Four new Herman's stores opened last year in Douglaston, N.Y., Union, N.J.; Wilmington, Del., and Willow Grove, Pa.—all markets where Herman's already operated stores. Officials at Herman's parent, W. R. Grace, wouldn't comment on locations of the planned openings in 1983.

The No. 2 chain, Oshman's, is following the most ambitious expansion plans of all of the top-10 sporting goods chains. From April of '82 to last month the chain opened 21 new units and 14 more are slated to open by the end of calendar 1983.

The aggressive expansion strategy led to a 6% drop in profits for Oshman's last year. But, with sales up 14% to $247 million, "it was still our second best year ever," said a company spokesman.

The California-based Big 5 chain is stepping up its expansion, according to executive vp

(Continued on page 13)

Toys "R" Us: New Ventures Set

ROCHELLE PARK, N.J.—Toys "R" Us, preparing new business ventures, exceeded even its own volume expectations in 1982, with sales surpassing $1 billion.

Officials reported a 33% sales leap in 1982 over the $783 million reached in 1981, when they predicted it would take two years for the chain to become the first $1 billion specialty toy retailer.

But, it took only 12 months. In fact, in just four years, the now No. 1 toy discount chain doubled its number of stores and more than tripled sales. In 1982, it claimed an 11% share of the country's entire toy business vs. 5% in 1978.

Additionally, net earnings rose sharply in 1982, from $48.9 million to $64 million—a 31% increase.

In 1983, the company will launch new business enterprises.

Firstly, by fall it will open two pilot, off-price, children's apparel stores in the New York metropolitan area. This new division, tentatively called "Kids R Us" at presstime, will operate as a separate entity. However, "the same specialty retail operating concepts that are used in the toy stores will be applied," a company spokesman explained.

This new division is headed by Judy Stewart, and it will be engaged solely in the "retailing of first-quality, brand-name children's clothing."

The Wall Street community views this as an excellent move for the chain based on the lack of competition in this retail market and on the strong track record of Charles Lazarus, chairman of the board and chief operating officer.

Secondly, the firm is entering the international business scene with its first group of Ca-

(Continued on page 20)

Kay-Bee Boosts Store-Count Lead

Chain	Number of units April '82	April '83	Dec. '83	Fiscal 1982 Sales (millions)
Toys "R" Us	120	144	144	$1,000
Child World	71	79	90	283
Kay-Bee	313	385	418	183
Lionel Leisure	105	56	56	180
Circus World	129	141	N.A.	67
Toy World	51	45	45	33
Play World	11	8	8	18*
TSW	11	10	10	11
Hobby Center	23	22	24	8
Play House	19	23	23	N.A.

**DSN estimate. N.A.—Not available.*

Source: DSN research.